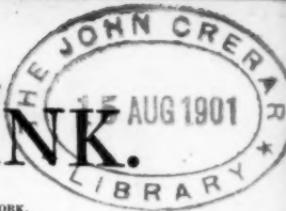


PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & Co., Publishers, 10 SPRUCE ST., NEW YORK.



VOL. XXXVI. NEW YORK, AUGUST 14, 1901.

No. 7.

VACATION DAYS



June, July and August
have been record break-
ers in

The Philadelphia Record's

DISPLAY ADVERTISING.

The gain over the same
months of last year was

500 Columns.

**The Biggest Circulation in Philadelphia
Pays the Best.**

Daily rate, 25c. a line.

Sunday rate, 20c. a line.

"'The Philadelphia Record,' like good wine, 'needs no bush.' It speaks for itself, speaks 365 times a year, and speaks in no vague or unmeaning way. 'The Record' is concededly the best penny newspaper in the country."—From *The Reading (Pa.) Times*.

Taking Chances



in advertising may not always be wholly eliminated—but they can be reduced to a minimum by employing the services of a competent agency.

To merchants and manufacturers who want to advertise, we offer our service, our experience and facilities for planning, writing, illustrating and placing publicity. We advertise anything—anywhere—any time.



Call on, or address,

Geo. P. Rowell & Co.

*Advertising
Agents &c*

10 Spruce St., New York.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST-OFFICE, JUNE 29, 1893.

VOL. XXXVI.

NEW YORK, AUGUST 14, 1901.

No. 7.

THE PHILOSOPHY AND TECHNIQUE OF ADWRITING.

I.—RULES OF THE ART.

Probably no scholar or literary critic could be brought to consider adwriting seriously—as a form of art requiring craftsmanship that raises it to the level of arts far more staid and eminent. It is much too young for such recognition. Moreover, the scholars and critics are busily carving one another over more aesthetic matters, and such recognition would not materially help any single person in the adwriting craft. Nevertheless, adwriting is an art, rightly followed, as light delving into its principles will show.

Primarily, it is the most exact form of precise writing. There is not only a story to be told, but the telling must attract readers who are more than half-minded to avoid stories of just that sort. People out for pleasure in the pages of the magazine and newspaper must be lured aside and involved in fact and figure—"shop." Again, to be clear, direct and convincing, this story must be told in the argumentative form. It is of absolute importance that there be terse, clean expression of the main ideas of the story, and in no way can they be grouped so well as in the form of argument. Now, the argumentative form is a most prolix style of writing. Macaulay's essays are very good examples of the argumentative form, and, therefore, very good ads for the people and books of which they treat—Dr. Samuel Johnson, Milton, Bunyan's *Pilgrim's Progress* and so on. The story of the man who sent out for a copy of Bunyan's book after reading the last named essay is proof of Macaulay's skill in this direction. But where Macaulay turned his

trick in from fifteen to twenty-five thousand words, the modern adwriter must tell his story in space bought with an equal area of gold or silver pieces. Not even the old Egyptian priest, working upon stone, was asked to accomplish his task in bounds so cramped. In the writing of an advertisement almost no use can be made of the tricks that all other writers fall back upon for arousing interest and sustaining it. An ad depends solely upon its facts and figures to hold readers, and unless these can be presented in an attractive form it is a failure.

Viewed in the light of these limitations adwriting is unquestionably an art, and as such should it be studied and practiced. The phenomena called Genius has manifested itself in this new little sister of the art world, and is a bonny gift to the man who has it. But it is even more sparingly dealt out here than in painting, literature or generalship. Most men must make shift with the homely logic called "common sense." It is not given to every one to write ads, any more than to mend clocks or do other special work outside of their mental horizon, but almost any intelligent human willing to stumble through a smeary apprenticeship to pencil and paper can learn to write advertising stories. Patience and diligence are the main essentials. By their somewhat old-fashioned aid moderate gifts can be nurtured and made to bloom to fair proficiency, while sheer lack of gift can improve if it ponder its primer persistently.

There is a fundamental technique to every art which even plodding dullness can master—even genius must reckon with it at some time or other. In all forms of writing this fundamental technique is the learning of the

use of one's tools—words. Words are the units. At bottom an ad must contain an idea (in this differing admirably from some species of writing), and words are the only tools with which such ideas can be molded into recognizable shape. They are edged tools in the bargain, more than likely to cut in the wrong direction. In the beginner's fingers they will slip and cut cruel gashes, lead him to despair of ever handling them ably, almost break his heart until they are mastered. Then they become allies, and to use them is lasting pleasure.

The beginning of adwriting is at the bottom of the English language—spelling book, dictionary, grammar. Given a pile of fall overcoats and three inches double column, 'the novice must draw upon his word store houses and build a story of fall overcoats. There are the garments and the space and the tools, while out in the world somewhere are the men who need fall overcoats—men who have the money to pay for them, but who, paradoxically enough, must be cudgeled into buying. They are scurrying about their own affairs, shivering in the October sunshine, not at all dreaming that other men have been busy the whole summer making this pile of fall overcoats for this precise season. Perhaps they have notions that fall overcoats are intended only for the rich; that no sum of money they can ever hope to light upon will procure them so inestimable a blessing. Perhaps they look for a weather change—warmer and a staving off of the inevitable day; colder and the donning of last winter's heavy ulster. Perhaps they are of the great fool race of humans generally, blind to their own interests. There are dozens of reasons for their neglect of so vital a matter, therefore they must be disillusioned and told the facts in the case. To that end an advertising story must be written.

II.—POINT OF ENTRANCE.

The very moment that the novice takes pencil and paper in hand he will be brought into touch with

some psychological phenomena that have puzzled writers ever since there were men of that craft. The first of these will probably be Mood.

There are days in the life of every writer when he has but three words with which to express an idea—and upon such days he is usually barren of ideas of any sort. Every one who has ever had to do with ideas agrees that they are mysterious and elusive. There are other days when everything that a writer sees translates itself into stories spontaneously. The novice will soon learn that these golden days must be taken advantage of. As the habit of looking for fall overcoat stories grows upon him he will find that the force known as Mood is his patron saint in the matter of ideas. He will see them in the windows along the avenue or dream them in the early hours of the morning; find them in the gutters and in the faces of people who come into the store. If he is an apt student he will keep a notebook, jotting them down as they come to him and remembering that they go out of his mind quite as easily as they come. In a month or two he will have a plentiful supply to draw upon. After they have laid in the notebook long enough to "grow cold" he will be able to distinguish some that are better than others and some that are flatly insipid. A section allotted to "things I shall never be able to use" is more than likely to ripen the choicest fruit.

The most difficult part of all writing is the first sentence—the Point of Entrance. In advertising stories this Point of Entrance is the catch phrase—in fact, a good catch phrase amounts to the whole ad. Once hit upon a striking display head and the rest of the story is likely to fall into line beneath it. It is at once the title and the synopsis. If the novice's Pegasus fail to supply him with ready-made catch lines he must make them himself. There are several ways of doing this. First, the goods to be exploited. The very article itself may be of more interest to readers than any catch

line he can invent. When the time for fall overcoats comes around men will read a story headed "A Fall Overcoat for Fifteen Dollars" in preference to one that began with a quotation from the Koran. On the other hand, the Koran contains some very live ad titles, so they be used appropriately. Second, there is the special day. Perhaps the article is a Fourth of July novelty, or something peculiarly connected with Christmas. Again, the publication in which the ad is to appear will often determine the nature of the leading sentence. If it is a woman's magazine the novice may play to the feminine half of the race exclusively, ignoring every man in the world. If it goes to bankers he may take a topic of interest to their limited circle and treat it from their point of view. If it circulates only in Pennsylvania he may write a mining story, for every one in that State understands mines. If the ad is to appear in a special number—a book or anniversary edition—he may use that as a fulcrum for his lever. There are numberless motifs to which an ad may be keyed.

That a single catch-line, followed by a brief story set in body type is most effective is shown by the fact that ninety out of the hundred ads are of that construction. The style is easiest to write, easiest to embody in type and far the easiest to read. A column of ads of this simple make-up is as compact as a column of short news stories, and readers treat them as such. If there is an illustration, the catch-line furnishes the motif for it, as well as the motif for the story. Frequently the display line is an ad of itself. A two-inch single column ad of a patent shaving brush appeared in the Christmas magazines. Between two small cuts showing the article's operation were the words, "For Him," and the whole story was so plainly told thereby that only a few brief sentences such as "Always a brush—never a mop," "Beats the barber's fingers," "Wide open, spreads the lather—half open, rubs it in," and "Never

twists or curls" were necessary to give an exact description of the novelty.

"Over 12,000,000 pounds of rubber were used for hose and belting last year. Gold ore carrying \$200 a ton is bonanza. Crude rubber sells at \$2,000 a ton." What further argument is needed to sell rubber stock, provided the advertiser can prove these forceful statements at his office? No one who reads his ad would doubt his ability to do so.

The philosophy of advertising is pretty well defined now—that people read ads for information, just as they read murder trials and Washington correspondence. The head of a news story is the index to it and the bait set for readers. The head over an ad should follow the same principle. The ad that contains the most information sticks out of the page for the reason that its catch-phrase is the introduction to a vitally interesting story. The old-fashioned adwriter was wont to catch his reader's eye with lines such as "Houses and Lots Free," or "Gold Dollars Absolutely Given Away." Every one knows the shifty style of story that followed such titles, and only the gullible were caught by them. The day of the dishonest ad is over. Honesty is the policy followed by most of the advertisers who use paid space to increase their business, and facts are their best arguments. Therefore, let the novice choose a strong, clean catch-phrase and go directly into the heart of his story—just as neatly and plumply as he would make a dive into water. Let him come to plain "shop" at once, without hemming or hawing. JAS. H. COLLINS.

SEARCHING INCREASES FINDINGS.

The business man who advertises, in his search for favorable points in his business to announce, soon gets into the habit of increasing the number of these favorable points. He becomes more courteous and accommodating to his customers. He learns to give them just as much for as little money as he can. He gets into the habit of studying his customers' interests as well as his own. He unconsciously gets into the way of doing this in the little things as well as in big.—*Publicity, Hull, Eng.*

BOSTON NEWS.

A Boston business man who has a somewhat diversified experience in the advertising field makes the following pertinent remarks on advertising:

Advertising is the dissemination of business news.

There are many different kinds of advertising, just as there are different kinds of almost everything else. There is good advertising and bad advertising, and my experience has taught me that there is usually a good and bad side to everything.

Good advertising is a good thing. It is a necessity to the twentieth century business man, and it is used by the leading merchants and corporations with as much care and attention paid to its requirements, as is paid to any other branch of their business. Announcement in the public print is considered to be the best form of advertising, and some of the greatest minds and best talent in the country are to-day devoted to this important branch of business.

Because advertising is such a good thing it is surrounded with a great deal of fraud and deceit, and many glib talkers make a fat living by engaging in a species of publicity which it would be a sacrilege to define as advertising, although they use the word as a cloak to play their games upon the business public. In this respect advertising may be classed with mining schemes. It is usually the very good things which are subject to be used as a means to accomplish an unworthy end. The bunko man plates a brick to make it look like gold. I never heard of an unsuspecting farmer who bought a brick got up to represent a cake of soap. There are two ways of appealing to the public. One is through the cupidity. Another and by far the better way is through the reason.

Every man or woman has some cupidity, and they are apt to have a great deal more of common sense. I have found this to be the case with the majority, although there are some exceptions.

The modern newspaper sells its

advertising space to any one who is willing to pay the price. It does not care whether it gives publicity to the bunko man with a gold brick or the honest man with a worthy article to sell its readers. The newspaper does not discriminate. Perhaps it could not do so if it would. A publisher has not the time to look up the reputation and pedigree of the advertiser. He simply does business on the theory that "all ads look alike to him." Some publishers have tried to break this rule and surround their advertising contracts with a mass of conditions, etc. Their success in these efforts has been rather doubtful. There is no positive way to protect yourself against the thief who has made up his mind to possess himself of some of your chattels.

Publicity which appeals to the cupidity is usually a mass of lies, intended to get a small amount of money out of the many instead of a large amount from the few. Sometimes this kind of publicity is quite profitable for a time, but I never heard of a man who kept it up indefinitely who ever amassed a considerable fortune. This surely is not good advertising.—*Richmond (Mo.) Missourian.*

◆◆◆

SUMMER RESORT AD ILLUS.
TRATED.



"DELIGHTFULLY SITUATED."



Refusing Advertising Even in the Dog-Days

On August 1, 74 columns of advertising had already been ordered for the October Ladies' Home Journal, with ten days left before closing date. Yet only 68 columns can be accommodated. Advertising for the winter issues, judging from previous years, will be even more greatly over-ordered.

THE CURTIS PUBLISHING COMPANY
PHILADELPHIA

✓ NEWSPAPER WORK IN JAPAN.

WHAT CHISEN ASAHLNA, EDITOR OF THE TOKIO "DAILY NEWS," SAID ABOUT IT TO A SEATTLE "TIMES" MAN, ON HIS ARRIVAL IN AMERICA LAST SUMMER.

"There is one very great obstacle in the development of journalism in Japan owing to the use of Chinese characters to represent their words. These characters are of very great number and variety, some 10,000 of them being in common use in the printed language of the Japanese. The difficulties which such a system entails are immediately apparent. For instance, we cannot use typewriters, owing to the multiplicity of the characters, and everything must be written out by hand. Then again it is impossible for us to employ the use of the linotype machine in use so generally in this and European countries. This will continue to be true until we have achieved some manner of reform in the characters employed in writing the language. Typesetting with us is very slow and laborious work. Each compositor has a number of boys to assist him in collecting the characters. Each case of characters fills an entire room and the compartments are distributed all around it and as high up the walls as the boys can reach. The boys run back and forth from the case to the compositor, carrying him the characters, and he accumulates them in the form.

"On account of the difficulty of this task it requires over 200 men to do the mechanical work on the *Daily News*. On the editorial and reportorial force there are something like forty men.

"Naturally we hope for sweeping reforms in the direction of simplifying the written language to be secured within a few years. English is now taught in all of the public schools, and there is considerable agitation for its adoption for official purposes. The plan which seems to meet with the most general approval, however, is the use of Roman characters to spell the Japanese words.

This would be a very simple change comparatively, as the sound of the words and the construction of the sentences would be the same as at present and there would be no change necessitated in the language of common speech. For the purpose of telegraphing and some other uses we use the system of Japanese syllabic characters. Each of these characters stands for a syllable and with the forty-seven characters we are able to express all Japanese words. The Japanese characters, however, in common use are ideaographic, each character expressing an idea, so they are not capable of being combined into words, but must be used one for each word.

"The Japanese language contains elements of Hungarian, Finnish, Turkish, Corean, Manchurian and Malay, and it is not a little peculiar that while it has but very little of the Chinese in its spoken words, we should have adopted the Chinese characters.

"There is a great deal of freedom granted the press in Japan. We have no censorship, as in some of the European countries, and are at liberty to print the truth in news columns and criticisms of persons in public life in the editorial department without incurring the displeasure of the authorities. One thing that is denied the press is to publish articles defending accused persons while they are under indictment and before sentence has been pronounced. Another thing, and one in which the Japanese custom resembles the American, is that we are not allowed to speculate upon the probable decision to be rendered by courts on pending questions. The press seldom, or never, publishes anything referring in a critical nature to the Emperor, it being more of a custom than a law, though there is law to prevent it if it became necessary to invoke it. But all other government officials are subject to criticism from time to time."—*Newspaperdom*.

BARGAIN advertisements have parted many a woman and her husband's money.

You
Can not Reach
Readers of

The Sun

Through
Any other Daily
Publication.

Address
THE SUN, NEW YORK.

THE ONEIDA COMMUNITY, LTD.

A representative of PRINTERS' INK, having learned that the business corporation known as the Oneida Community, Ltd., whose New York offices are at 413 Broadway, corner of Lispenard street, contemplates radical changes in its system of conduct, called upon Mr. George Noyes Miller, the local manager.

Said Mr. Miller: "Most of our literature is printed in our own printing plant. The Community as originally constituted, never contemplated that we would become the gigantic industrial force into which we have developed. During the first thirty years it was a society founded upon the ideal of being 'an enlargement of the home.' That it thrived beyond the dreams of its well-wishers is now a matter of history.

"From a small beginning there gradually grew such a demand for the products of the Community, that its factories had to be enlarged from time to time. Its earlier products were traps, canned fruits and vegetables, and sewing and embroidery silks. From the smallest of demands the reputation of these wares was so excellent that orders from all parts of the world were received. Soon their facilities had so increased too, that it was deemed wise to manufacture silver plated ware and hardware specialties.

"In 1880 the communal life of the Community, by unanimous peaceable consent was discontinued, the present concern was incorporated as a joint stock company with a capital stock of \$600,000 and it has been known ever since as the 'Oneida Community, Limited.' To quote the booklet, 'the stock was divided among its members in the proportion of the number of years' service which each had contributed to creating the wealth of the company. Women shared equally with men, and all were comfortably provided for.'

"As for our immediate plans, we recognize we have always been an old-fashioned, conservative concern, but we are deter-

mined to take that place in public recognition which our products justify. Our business, always good, is still growing, and the step we contemplate is simply to let the public know the facts. First, of course, will come our celebrated canned fruits.

"As for traps, those of our make are notable all the world over as being the standard. In advertising them, we will be simply extending the publicity which we have been giving them in Australia. You know the extermination of the rabbit pest is a burning question there.

"In silverware we have been forced for quite a time to run factories night and day on present orders. But we are enlarging these factories also. And besides we shall advertise in this branch also, to carry out the general policy on all our lines.

"The same general facts hold good for our silk threads, which has become such an enormous industry with us, notwithstanding that our first consideration has been to subordinate price to quality. We sell more than \$300,000 worth of silk thread to New York and other large markets.

"There remains only silver-plated ware. Our factories for these wares are at Niagara Falls. Notwithstanding our capacity of 40,000 pieces daily, we are enlarging here also. And only this enlargement permits us to advertise.

"My," said Mr. Miller in conclusion, "won't the advertising solicitors pounce upon me when this is published!"

ALL things come quicker to the man who advertises while he waits.

ILLUSTRATED EXTRACT FROM TESTIMONIAL.



"I FELT EXTREMELY GOOD AFTER GETTING IT."

A DEMONSTRATION

that the DES MOINES DAILY NEWS
Reaches Practically all of the people of
Des Moines.

The Des Moines Water Works supply the people of Des Moines with water. There is no competing concern, though a few families get their supply from wells.

On January 1, 1901, the total number of customers of the Des Moines Water Works was **7,884**

The management estimates that since that date the number of new customers added has been 250 to **300**

Total number of consumers of city water, **8,184**

City circulation of THE DES MOINES DAILY NEWS, **9,300**

Number of families taking THE DAILY NEWS exceeds number of users of city water by **1,116**

In addition to this practically universal circulation in the city, THE DAILY News has **22,000** paid yearly subscribers in the immediate vicinity of Des Moines, being read by practically all of the people of the neighboring counties, in both towns and rural districts.

THE DES MOINES DAILY NEWS is believed to have the largest circulation in proportion to the population of its home city of any metropolitan newspaper in the world.



Who really superintends all your advertising, Doctor?

Dr. R. V. Pierce, the president and founder of the World's Dispensary Medical Association.

Do you consider PRINTERS' INK a help to advertisers, Doctor?

We consider PRINTERS' INK a great help to advertisers. New ideas are suggested by the thoughts of others, and it leads the wide-awake advertiser to the consideration of his own advertising from an outsider's viewpoint. After all there's nothing so good or helpful as viewing ourselves as others see us.

Extract from an interview with Dr. V. Mott Pierce, son of the founder of the World's Dispensary Medical Association.

THE NEXT

special issue of PRINTERS' INK will be sent out on September 4th and the sample copies will be addressed to all the Patent Medicine Manufacturers in the country.

The idea behind all the special issues is to introduce PRINTERS' INK to certain classes of advertisers who can read the "Little Schoolmaster in the Art of Advertising" every week, year in and year out, to advantage and profit.

The whole aim of PRINTERS' INK always has been to broaden the advertising field and to show how well the aid of advertising can be utilized in achieving success. By getting PRINTERS' INK into the hands of all the patent medicine manufacturers we expect to show that every one of them should subscribe for the paper and should see that it was carefully read, for the medicine people are in a better position to use the ideas and suggestions found in the pages of PRINTERS' INK than any other class of advertisers.

They need, just as Dr. Pierce says, the broadening influence of other people's views to make their business yield the greatest amount of success.

As an advertising opportunity for the newspaper, or those who have something to sell patent medicine manufacturers, it will be an issue offering an exceptional chance to appeal to and directly interest the manufacturers in what one has to offer.

The pages of PRINTERS' INK are small, the space allotted to advertising is limited. Reading matter and advertising, once the paper gets to the party addressed, will be read. All orders and copy, to insure insertion in this issue, must be at the office by Wednesday, August 28th.

The cost of a page advertisement is \$100, half pages, quarter pages and smaller space pro rata. Twenty-five per cent extra for specified positions—if granted. Address

PRINTERS' INK, 10 Spruce St., New York.

Other special issues are as follows:

OCTOBER 9.—Druggists, Wholesale and Retail.

NOVEMBER 6.—Cigar Manufacturers.

DECEMBER 4.—Seed and Nurserymen.

JANUARY 8.—Distillers.

FROM VARIOUS SOURCES.

POSTING and other outdoor advertising have their place in many schemes—newspapers and magazines in most.—*Benson*.

THE paucity of advertisements "strong" enough to impress themselves on the public by their own intrinsic force is only too apparent. Those in which the wording used has just the "something" needed to make the reader want to buy the article advertised are few and far between.—*Benson*.

No exaggeration is ever required in an advertisement. A reference to other articles is bad advertising. But the publication of the good qualities of the article advertised (be they quality, convenience or price) is sound and legitimate advertising, and, what is more, is bound to increase sales.—*Benson*.

IN the selection of any medium, the cost should be the least consideration. What appears the most expensive often proves the most profitable. One advertisement may be cheap at \$1,000 and another very dear at \$250. Generally, a low rate should be looked upon with suspicion.—*Dean Alward, before the Sphinx Club*.

THE population of the United States is increasing faster than that of any other country. This is the richest country in the world—we are worth at least fifteen thousand millions more than Great Britain. Our miles of railroad track exceed by more than 10,000 all the tracks of Europe. We manufacture more than England, France and Germany combined.—*New York Journal*.

I AM of the opinion that the best position for an advertisement of almost anything—certainly anything that women are likely to purchase—is right in among the retail store advertising. I think that a large number of advertisers lose a great deal of money in paying for, and a great deal of time and energy in trying to get without paying for, what is generally known as preferred position.—*F. James Gibson*.

THE theory that it is only necessary to reiterate the name of an article to bring it into universal use is responsible for many advertising shipwrecks.—*Benson*.

IN newspaper and magazine advertising, when the value of the "unit" has been determined (and quality must be weighed as well as quantity), the basis of all calculations of comparative values must necessarily be a comparison of prices per thousand of circulation.—*Benson*.

IF you are a man in authority, make nothing so hard as a misstatement of fact. No business in the long run can succeed unless based upon honest principles. Success is not measured by days or years, but by decades, and if you are to succeed in the long reach the ethical principle of honesty must go into all your public utterances.—*Robert C. Ogden, before the N. Y. Sphinx Club*.

ONE of the most profitable things that a man who has to do with the writing of advertisements can undertake is to make a careful study of the English language. He needs to do that with more diligence than even the writer of editorials. The advertiser has to pay for his words, while the editorial writer is paid for his words. This is really a very serious thing, the study of words. If you are a serious man, wanting to do your work in the best way, you will put your mind down to the question of language and style, words and their uses, so as to produce a daily presentation of merchandise in such a literary form as will be perfectly clear and apparent to the humblest and most unlettered, and will at the same time cater to the interest of the cultivated and the intelligent, and any man who makes a tremendous triumph in the matter of the practical advertising of retail business will do so because he produces day after day such matter as the public will want to read because of the excellence of its style and the way in which it is put.—*Robert C. Ogden, before the N. Y. Sphinx Club*.

BALTIMORE.

We have used the American News-paper Directory for many years and find it more valuable to us than any other similar publication. Much of the information given we cannot obtain in any other way. The book is not only a great help, but a necessity to our business, and we think its way of stating circulations is the ideal one.



A. C. MEYER & CO.,

Proprietors of Dr. Bull's Cough Syrup, etc., etc.

BALTIMORE, July 31st, 1901.

WHEN any business enterprise lives and improves for thirty-three consecutive years, it implies merit from that fact alone—with a publication, every consecutive year added, is a cumulation of special value. The

American Newspaper Directory,

now in its thirty-third year of consecutive publication, has become a tower of strength and a factor of wide influence among the thoughtful national advertisers of to-day. The truth of its teachings—the practical value of its efforts, and the results of its achievements—incomplete as they may yet be—have won the DIRECTORY appreciation and respect. It is the standard everywhere. It directs millions of dollars of American advertising.

THE QUALITY OF INTEREST.

It is not a difficult matter in these times to make an advertisement attract attention; to hold it is the greater art, and something to be striven for.

The deft brush of the artist, combined with a judicious selection and arrangement of type, can be relied upon to make an advertisement stand out sufficiently to catch the sweeping glance of the reader; but it is the quality of interest that holds the attention after it is arrested. This it is that causes the ad to be read through, and perhaps reread and marked or clipped for reference.

For this, what is said must be worth the saying, and it will then be worth the reading.

It is just here the ability comes in that is to some a natural gift, and which it would seem might be acquired, in some degree at least, by all who set about the matter with a correct understanding of what is required.

The main thing is to say something worth while—something that will have a real value to the reader as well as to the advertiser in the saying. This may be data that can be utilized, facts of importance, or suggestions that are timely and carry an application that is apparent and beneficial.

Words strung together to fill a certain number of lines or so many square inches of space may sound well, but, like the small boy's promises, not mean much.

When it is considered what each word costs in dollars and cents, it is undoubtedly worth while to weigh their selection.

As to the saying, having button-holed the reader by a leading statement which suggests a revelation of personal benefit or advantage to him, go ahead and prove that statement by facts. Do this without any highfalutin rhetorical flourishes. Be lucid and terse, and when you have told your story, stop.

Don't go back two or three times to say "good-bye" to the reader. Quit before your talk wanders. The reader will appre-

ciate the consideration shown for his time.

Very much can be said in a few words, when one knows how to say what one wants to say.

To do this, it is very necessary to know one's subject thoroughly before beginning. Sure of this, the desired result follows.

It is a fine thing to use illustrations in connection with what is said in an advertisement, providing they, too, say something.

Let them do more than catch the eye. See that they illustrate in fact, by accentuating the truths set forth by the types.

It is thus the quality of interest may be created in ad-writing.

Something said that is worth the saying will be worth the reading and remembering.

And that is the mission of the ad that is to prove profitable.—*W. Hull Western, in Fame.*

HOW TO GET FULL VALUE.

The man who advertises only once in a while does not get the full value of his advertising. Neither he nor his business ever benefits from the cumulative value of publicity. His each announcement may bear some fruit in proportion to its individual value, but one absorbs nothing of the good wrought by the other. His firm name is not kept constantly before the people. It is not unremittingly impressed upon consumers. Hence he is in a measure a new advertiser every time he advertises.—*Music Trade Review.*

CATCH-LINE OF WELL-KNOWN AD ILLUSTRATED. VAPO-CRESOLINE.



"NO HOUSE THAT IS WITH CHILDREN SHOULD BE WITHOUT IT."

CLEVELAND PLAIN DEALER

CIRCULATION STATEMENT

FOR SIX MONTHS ENDING JUNE 30th, 1901.

DATE.	JANUARY.		FEBRUARY.		MARCH.		APRIL.		MAY.		JUNE.	
	Daily.	Sunday.	Daily.	Sunday.	Daily.	Sunday.	Daily.	Sunday.	Daily.	Sunday.	Daily.	Sunday.
1.....	43,249		46,153		45,337		45,913		47,86		50,505	
2.....	45,200		45,660		45,004		47,504		47,861		49,824	
3.....	45,250		39,191		39,608		45,986		47,883		50,346	
4.....	44,886		43,980		44,306		45,788		48,844		51,326	
5.....	45,156		44,060		44,401		45,964		48,054		49,863	
6.....	44,987		37,428		44,456		46,391		43,737		48,864	
7.....	44,153		44,091		44,188		46,223		48,382		50,866	
8.....	44,202		47,368		44,610		46,079		48,514		44,776	
9.....	43,773		43,928		40,121		46,214		48,474		49,710	
10.....	43,701		42,928		45,213		46,314		49,730		49,386	
11.....	43,906		44,280		44,633		46,210		48,850		44,722	
12.....	37,4652		44,003		45,606		47,146		48,953		49,852	
13.....	43,687		43,964		46,184		46,734		49,128		49,934	
14.....	43,876		43,991		45,017		47,212		49,406		50,783	
15.....	44,113		44,844		45,566		39,846		51,258		44,865	
16.....	43,833		39,478		45,216		46,856		50,016		49,848	
17.....	43,900		44,061		45,175		46,101		50,225		44,379	
18.....	43,907		37,4652		45,258		47,275		49,138		49,366	
19.....	43,563		45,891		45,224		47,188		48,266		50,360	
20.....	45,398		44,373		45,577		47,144		49,089		51,066	
21.....	45,067		50,057		45,308		47,436		49,281		45,168	
22.....	49,059		44,562		46,368		40,436		49,512		50,381	
23.....	45,020		39,468		44,399		47,457		50,182		51,232	
24.....	43,551		44,285		45,544		47,345		44,606		51,254	
25.....	43,656		44,393		45,496		47,502		52,506		51,065	
26.....	43,676		44,487		45,498		48,410		49,409		52,058	
27.....	43,881		43,711		45,340		47,747		49,410		51,063	
28.....	43,711		43,750		45,380		47,928		48,298		45,028	
29.....	43,750		40,914		46,747				49,030			
30.....												
31.....												
Total.....	1,196,518		151,923		1,073,922		1,176,302		201,125		1,228,235	
Average.....	44,317		37,464		39,465		45,293		47,751		44,380	

Average for Six Months—Daily, 46,958. Sunday, 41,524.

STATE OF OHIO,
CUYAHOGA COUNTY, } ss.

Elbert H. Baker, being duly sworn, says, that he is Business Manager of the Cleveland PLAIN DEALER, and that the above is a true statement of the circulation of said newspaper during the first six months of the year 1901.

Sworn to and subscribed before me this third day of July, A. D. 1901.

ELBERT H. BAKER.
GEO. R. AGATE, Notary Public.

FOR PIANO AUCTIONS.

HOW ONE METROPOLITAN DEALER
BRINGS HIS STOCKS TO PUBLIC
VIEW—THE PEOPLE SOUGHT—
DAILIES, MUSICAL PUBLICATIONS
AND STREET CAR CARDS USED—
HOW CERTAIN PAPERS PROVED
THEIR MERITS—\$25,000 SPENT—
OTHER DETAILS.

The catch-phrase "What is home without a piano?"—*Wise*, the registered trade mark of the Standard Art Galleries at 19 and 21 West 125th street, New York, is fast becoming familiar. Mr. Benjamin Wise, proprietor and auctioneer of the concern, says that the entire piano trade has complimented him upon its adoption, and that he is convinced that it has directly brought results.

"I started in these ware-rooms five years ago," said Mr. Wise, "as a general auctioneer of household goods, and quick to appreciate a golden opportunity, I was directed into this line through accident.

"At one of my regular sales I had consigned to me fifteen pianos. I disposed of them for good prices, to fifteen different buyers. That suggested a scheme. I went down to Steinway & Sons to have them consign any stock they might have on hand. On my guarantee of a good price, they were willing to let me have fifty-three instruments. I agreed to insure them \$6,500 for the lot. Well, sir, those fifty-three pianos went to individual buyers on that sale and brought \$7,500!

"That settled it. Since that time, three years ago, these rooms have been devoted to the sale of new and second-hand pianos of all makes. Besides this, however, I conduct auction sales at private residences and business places. About one-third of my sales are to the trade, the remainder to private customers."

"I suppose you reorganized?"

"I immediately instituted an advertising campaign, making no appropriation, but paying out a liberal sum before every sale. I want to say that my outlays are peculiar, for though probably four-fifths of the total comes from me, the remainder is disbursed by me

for consignors. Thus last year I expended \$20,000, but nearly \$5,000 of this was not from my own pocket. Just here let me say that in one word I can give you a good idea of the volume of my trade, for I sold 1,500 pianos, amounting to \$200,000.

"From the start I have used the *Herald* and the *World*, morning and evening editions, most freely. This is a keynote to the classes that I am seeking, people in medium circumstances. I have stuck to these from the first, but now I also occasionally use the morning and evening *Sun*, *Times*, *Staatszeitung*, *Brooklyn Eagle*, and the newly instituted exchange column of the *Evening Telegram*. In addition to these I have also used the *Mail and Express* and *Evening Post*. And then on the special sales which I occasionally hold, I use all the papers. All this is aside from the 'want' columns. For you see I have to use them for the entirely different purpose of getting my stock. I wouldn't know how to get them by any other method, for calling on manufacturers only yields a fraction, and of those that I get singly, personal recommendation of me, the notices in my window and all other sources only bring a few."

"Your space varies greatly?"

"Oh, yes. From two or three lines classified, up to and including the display. Sometimes the latter are only fifty lines single column, and occasionally they get as high as two hundred and twenty-five lines double column."

"And reading notices?"

"Well, I don't have to pay for them, and though they are of a very unusual character, I think they give me good results. You see whenever I have an important sale on, I notify the papers, and these believe them of sufficient importance to send a representative, and print the report as news?"

"You use other publications besides dailies?"

"To some extent. There are the three programmes of Harlem theaters, though strange to say I sell fewer pianos in Harlem than to any other section of the city. I use half-pages, for less space

wouldn't be seen, in my judgment. Then I also use the musical trade journals. These are for jobbing orders, and they bring me such from all over the land, as far as New Orleans and San Francisco, not to speak of quite some orders I get from small cities. I have not used the elevated roads or stations, but I have used the street cars, and to good advantage. I have no system of keying, don't see any practical way of getting at such returns, but I ask, and I am sure I get pretty accurate knowledge.

"But just one word about the music trade journals. They give

bring a splendid proportion of my customers."

"What kind of people make your best customers?"

"Among my private customers the middle class. And most decidedly those who only casually read my advertisement. Heaven save me from 'auction fiends.' They merely come to 'shop,' and not content with not buying themselves, they continually try to spoil my sales to others."

"Do you use any booklets?"

"No, I only use catalogues for each sale. An edition of a few hundred."

"How many sales have you annually?"

"About twenty-five in these rooms, and a hundred outside."

"Since you don't key, are you sure you can tell how efficient your advertising is?"

"Absolutely certain. For instance, a short time ago I tried an ad in a down town East Side Jewish paper. Results, a big sale of instruments at the sale to this class. Only two weeks ago, as another illustrator, I inserted an ad three times in the exchange column of the *Telegram* for \$2.80, and I sold \$1,000 worth of pianos from it. I deputized one of my clerks, and he inquired from each purchaser, with the answer that it was that ad, and that alone, that brought him to the sale. Just one more illustration, and this will prove how an accidental glimpse of an ad will sometimes bring trade. At a sale at a private residence, a gentleman bought \$1,400 worth of household goods, the most important buyer at that sale. His wife had accidentally read the ad in the *New York World* while looking for real estate auction advertisements."

"Do you think the crude cuts you use help business?"

"I do. I use them when I can. I believe they attract, and are worth more than the same space would if filled with type."

"Mr. Wise, is your advertising outlay increased with the expansion of your business?"

"It is keeping step. This year it will, I feel sure, run over \$25,000." J. W. SCHWARTZ.



by the
Standard Art Galleries,

19 and 21 West 125th st.

**BENJ. S. WISE, AUCTIONEER,
BEGS TO ANNOUNCE AN IMPORTANT
PIANO SALE**

Tuesday Evening, 8 P. M.,

APRIL 2

**Uprights—Grande—Squares,
NEW AND SECOND HAND,
BY ALL THE PROMINENT MAKERS,
STEINWAY & SONS, FISCHER, SOHMER,
LINDGREN & SONS, STERLING, COLBY & CO.,
HAWN & SIMPSON, DABCO, BEHNING, WE-
SEN, WHEELOCK, BAUS AND OTHERS.**

FINE SOHMER BABY GRAND

15 New Uprights,
WITH GUARANTEE FROM MANUFACTURERS.
EXHIBITION.

Places on view and for trial
to-morrow (Monday), 8 A. M. to 10 P. M.

Big chance for dealers.

me liberal reading notices, and actually I get much better returns from them than I do from the display ads."

"Which do you think more effective, morning or evening papers?"

"Decidedly morning papers for my business. For though I hold evening sales, I believe the morning papers carry more weight."

"How about Sunday papers?"

"I make special efforts in them. People's memories are not so short when they find matters in which they are interested. I have exhibitions on Monday for my Tuesday sales, and the Sunday papers

TO ADVERTISE THE CRIPPLE CREEK DISTRICT.

A unique and gigantic plan for advertising the riches and greatness of the Cripple Creek district throughout the East, and the opportunities for money-making afforded by investment in its mining stocks, was presented to President Donaldson and the members of the exchange yesterday by Mr. William Borsodi, of New York.

A large number of the brokers to whom the general scope of the project was explained were most favorably impressed with it. The proposition as it has been developed up to the present time by its originator, Mr. Borsodi, comprehends elaborate write-ups of Colorado Springs and the Cripple Creek district. It is the intention to secure the publication of these articles simultaneously in at least one of the leading daily papers in each of the great cities of the East. The immense amount of circulation which would be obtained by this arrangement cannot hardly be estimated, but it is certain that many millions of readers would be appealed to on the same day. A part of the plan, and which is intended to give the advertising a most attractive effect, will be the elaborate pictorial display, illustrating every phase of Cripple Creek life, its great mining properties, characteristic scenes, etc., and also pictures of Colorado Springs and its environs. It is not denied that the sole purpose of this scheme has for its object the stimulation of the business of the exchange and the attracting to Colorado Springs of money for investment and the possessors of money who would be the most desirable of residents.

There has been a growing sentiment among the members of the exchange recently in favor of the exchange undertaking a policy of this nature and giving it the financial backing which it requires. The members have reasoned that there is no excuse for the present dull market and lack of demand, when gorged with money ready and waiting for investment. The only explanation is that the pres-

ent lack of interest on the part of investors is due to a dearth of enterprise in keeping Cripple Creek's opportunities before the public.

The mines of the district are greater and producing more ore than ever in their history, and the owners of the vast hoards of money locked in Eastern banks have only to be shown the opportunities for money making afforded by mining stocks which have been scrutinized and sifted of frauds by the various committees of the greatest mining exchange in the world. Then they will unlock their strong boxes and exchange their cash for the gilt edge securities represented by Cripple Creek mines.

Mr. Borsodi's plan contains some of the most original ideas and features conceivable.—*Colorado Springs (Col.) Mining Record*, July 23, 1901.

CONFIDENCE AND TIMIDITY.

Faint hearts are not likely to succeed in the advertising struggle. Business men must take up this subject of advertising with confidence that they can and will conquer all difficulties. No man need let himself be frightened by the difficulties in the way. A stout heart can surmount them all. It is not always, or, indeed, very often an easy matter. But it is something to which the business man absolutely must give attention in justice to himself. With experience will come a clearer understanding and a surer grasp of its laws, limitations and opportunities. The timid advertiser is heavily handicapped. The sooner he becomes the confident, coolly calculating advertiser, the better will it be for the interests of his business.—*The Advertising World*.

BUSINESS EXPRESSION ILLUSTRATED.



"MADE ON THE PREMISES."

NOTES.

Bait is the title of the latest "PRINTERS' INK baby," published by the Sun Advertising Company, of St. John, N. B. It is devoted to the interests of the St. John *Daily Sun*.

In Philadelphia a circular fiend has been fined twenty dollars for placing advertising matter in doorways of houses. The City of Brotherly Love may be slow in some ways, but in this instance she is decidedly ahead of us.

B. O. & C. W. WILSON, druggists at 10 Milk street, Boston, use the following in advertising their insect powder: "We can destroy fleas, current worms, flies, roaches, bedbugs, red ants, rose bugs and all other bugs except human bugs. They are immortal."

SAYS *Newspaper and Poster Advertising*, of London: The French are taking up the crusade against advertisement; and M. Sully Prudhomme and Mr. Frederic Mistral preside over a new society, the object of which is to preserve French scenery from disfigurement.

MR. BENJAMIN SHERBOW, formerly assistant advertising writer for the John Wanamaker stores, both in Philadelphia and New York, and until quite recently connected with Mr. E. St. Elmo Lewis, the advertising specialist of Philadelphia, has opened an office of his own at 2152 North Thirtieth street, Philadelphia.

THE Chattanooga (Tenn.) *News* of August 5 contained a solid page of school advertising. The *News* says these advertisements are not printed as a special edition, but as a regular part of the Saturday paper. It claims it carries from two to five times as much school advertising as any other paper in the South, if not in this country, not only in its Saturday, but in its daily edition.

A GROCERY firm in Colorado Springs, Col., has gotten itself into trouble with the United States government by pasting on one side of silver dollars advertising stickers which read: "Take me to the —— Grocery Company and get one dollar's worth of groceries," and handing them out in change. This is an infringement of the federal laws regarding the defacing of American coin and the case is in the hands of a secret service inspector.

THE *Inland Printer*, 212-214 Monroe street, Chicago, publishes a 36-page booklet, $4\frac{1}{4} \times 8\frac{3}{4}$ in size, reproducing in finely executed halftone work the cover designs of the *Inland Printer* for several years back. The *Inland Printer* is said to be the first magazine which adopted the plan to change the covers with every issue, thus elevating the artistic taste of magazine readers. The collection should prove welcome to artists, engravers and printers.

THE COX SHOE COMPANY, 1918 Second avenue, Birmingham, Ala., advertised for a name to be given a line of women's three-dollar shoes. Prizes were offered for the best and second best name. Over three thousand names were received by the company, and

each name suggested that had not been duplicated was published from day to day in connection with regular bargain ads. Apart from interesting many women in this store, the company had secured a valuable mailing list.

THE Knoxville (Tenn.) *Sentinel* is making some important improvements which will give this hustling paper all the necessary facilities of a modern newspaper plant. The editorial and business departments were recently moved into new and commodious quarters exactly opposite the old ones. The mechanical department will be moved shortly and as soon as new boilers and presses are installed. A new three-deck color press will be erected in the new building, corner Gay street and Church avenue. The *Sentinel* has also ordered an electric automobile, which will be a novelty in the delivery of papers to the trains and news-stands.

THE Current Encyclopedia is a new venture published by the Modern Research Society at 125 East Twenty-third street, whose first number is just out. The aim is to furnish a monthly summary of current events, arranged in alphabetical order for easy reference. The editor is Samuel Fallows, D.D., LL.D., president of Illinois Wesleyan University. It is stated that it is not intended to displace the great encyclopedias, the year-books and almanacs, but to supplement them, by supplying its readers immediately with the information which otherwise may not be available to them till the end of the year. The new periodical aims to combine qualities of a daily, a weekly, a monthly and an encyclopedia, to be a "first aid" to those in search of information. It seems well worth examining with a view to publication.

A POPULAR BELIEF.

It is popularly believed that the publication of a large amount of classified advertising shows that the paper in which it appears is a favorite medium of publicity, and aids materially in the securing of display ads from large business houses.—*Editor and Publisher*.

ILLUSTRATED EXTRACT FROM ADVERTISEMENT.



"FULL OF LIFE AND SNAP."

SURE THING.

GEO. C. NORRIS & CO.,
REAL ESTATE, MORTGAGES,
Renting, Fire Insurance.

OFFICES :
430 Fourth Avenue,
Pittsburg, Pa.
1010 Wood Street,
Wilkinsburg, Pa.

PITTSBURG, Pa., July 12, 1901.

PRESS PUBLISHING CO.,
City.

GENTLEMEN :

We are pleased to state that our returns from the PRESS, which we use more than any other paper (on that account) has increased our business to such an extent that we found it necessary to open an office at 1010 Wood street, First National Bank Building, Wilkinsburg, for the transaction of our business in that district. THE PRESS HAS NEVER ASKED US FOR A TESTIMONIAL, but our returns are so satisfactory that it gives us pleasure to send you this advice.

Yours truly,

GEO. C. NORRIS & CO.

C. J. BILLSON,

MANAGER FOREIGN ADVERTISING DEPARTMENT,

NEW YORK OFFICE:
TRIBUNE BLDG.

CHICAGO OFFICE:
STOCK EXCHANGE BLDG.

HOW MR. JONES CHECKS HIS ADS.

NEW YORK, Aug. 2, 1901.

Editor of PRINTERS' INK:

I notice the assertion made in Mr. Dougan's article upon "Some Checking Records" in your issue of the 24th ult., that the card system is used only by the George P. Rowell Advertising Agency.

Perhaps you will be interested in looking over specimens of the record cards which have been in use for a long time in the advertising department of the Remington Typewriter. A very simple code which is shown on the back of the white card is employed.

The white card is used for dailies, weeklies and semi-monthlies, and is so arranged that it will hold the record for a whole year. Details of the contracts, sufficient to enable the checking clerk to ascertain whether an insertion is correctly given or not, are found at the head of the card. The card is also so arranged that it can be employed for continuous insertions of a fixed space, or for irregular insertions of varying spaces, which frequently occur when a contract for a bulk amount of space to be used in a given time is made.

The yellow card is of a similar nature, but is arranged for monthly insertions and keeps a record for four years, it being desirable to have the cards of uniform size, so that they may be filed together.

The memorandum in the upper right-hand corner of the card refers to the number and date of the contract, rendering it easy to turn to the stub of the contract itself if any details are desired.

The system is a simple one, and has worked admirably. Two drawers are kept, one for "active" contracts. On the termination of any contract, the card is removed to the "inactive" drawer, and remains there until the publication is again taken up, the idea being to have the record of all the advertising done in any one publication during one year upon a single card, if a daily or weekly periodical, and during a period of four years, if a monthly or quarterly publication.

Yours truly,

A. MCKENN JONES,

Adv. Mgr. for

Wyckoff, Seamans & Benedict.

MARRIAGE BY ADVERTISEMENT.

Marriage by advertisement seems to be much in favor in Vienna. A diligent inquirer has counted no less than 508 matrimonial advertisements in the two leading middle class papers of that city in the course of a week. It is only the middle classes who arrange their matrimonial affairs in this way, and it is curious to notice that the number of women who advertise is almost equaled by the number of men. The compiler of this list makes some sad reflections upon the levity and venality of the age. Young men and young women, he says, are no longer ashamed to regard themselves as objects of merchandise which may be put up to the highest bidder.—*London Chronicle*.

THE MATCH TRADE.

Office of
"WOODEN AND WILLOW-WARE TRADE REVIEW,"150 Nassau Street,
NEW YORK, July 31, 1901.*Editor of PRINTERS' INK:*

Referring to your statement in this week's issue of *PRINTERS' INK* to the effect that you know of no publication which pays particular attention to the match manufacturing business, we are pleased to state that we know of such a paper.

The *Wooden and Willow-Ware Trade Review*, a semi-monthly, one dollar a year, five cents a copy, both prices invariably, and as invariably payable in advance, for over nine years has been giving matches as much space as they deserve. The fact that your inquirer had not heard of it argues him unknown to the match business, here or in foreign countries.

Everybody interested in matches reads it, possibly excepting such folks as your correspondent.

As an advertising medium for those having goods to offer to the match trade it is unrivaled.

Subscribers for it say that it is an excellent and valuable trade paper.

The first issue of the *Wooden and Willow-Ware Trade Review* was published on March 10, 1892. It is now regularly read by the manufacturers and merchants of the goods to which its columns are devoted, its subscribers being the leading houses throughout the United States, Canada and foreign countries. The *Wooden and Willow-Ware Trade Review* having no competitors, its constituency cannot be reached by advertising in any other publication.

CHAS. H. DELANO & SON, Pubs.

THE MERCHANT'S BAIT.

The newspaper column is the merchant's platform, his pulpit from which he speaks to the public. It gives his words thousands of tongues.—*Bait*.

CATCH-LINE OF WELL-KNOWN ADS ILLUSTRATED. HEINZ.



"THIS MAN KNOWS BEANS."

THINKS TESTIMONIALS ABUSED.

The testimonial is one of the oldest forms of advertising, and, correctly used, is among the strongest; yet there is probably no advertising so carelessly and unadvisedly employed.

If a pianist or composer recommend a mechanical piano player, an actress testifies to the excellence of a cosmetic, or a physician to the healthful properties of a baby food, the presumable experience of these people and their familiarity with similar articles of the kind gives force and power to the statements of excellence. A senator's wife, presumably an admirable housekeeper, may with propriety say nice things about a soap. But is it not cheapening advertising to give prominence to the indorsements of men and women simply because they are in the public eye, who have no technical or practical knowledge of the article or its use, and who would, with equal good nature, give a similar testimonial to its most deadly rival?

But this is not the worst form of abuse to which the testimonial is subjected. People who have achieved distinction in one direction are dragged along a totally dissimilar and often conflicting line, and made to testify for articles of which their own occupation or expressed tastes proclaim their inexperience. A particularly flagrant case is that of a milling company, which states that a certain estimable woman is the finest pianist in the Northwest, and that she has purchased a sack

of its flour and is glad to testify that it is the best flour she ever used. The incongruity of it is so laughable as to rob the advertisement of all force and power. The good lady may be, and probably is, an excellent housekeeper and a qualified judge of flour, but it is as a pianist that she gives her testimony.—*Fame*.

NEWSPAPER AND MAGAZINE.

A noteworthy sign of the times is the fact that many advertisers who formerly restricted their business to magazines and would not look in the direction of newspapers, now have abandoned the former and use the latter exclusively for publicity.

There are other advertisers which saw benefit only in the magazines and now use the newspapers as freely as they do the magazines.

One does not have to go far to learn the reason for these changes. As a fact the newspapers are as select in the matter of advertising as are the magazines. They also are clean in the tone of their text.

They go to homes every day, while magazines go but once a month. Every leading daily has more or less magazine features in each number and all of them have special magazine features at least once a week.

The dailies have practically stamped out the weekly story papers, once so popular, and they have reduced the number of magazines.

While it is not probable that they drive the latter out, they have compelled them to present news features as well as stories and miscellany.

The daily reaches homes and finds a welcome. The inmates read it, discuss it, believe in it, and become attached to it. Whatever they see in their paper carries weight with it—even the advertisements.

The daily newspaper is a growing factor in the advertising world. It is being used more and more each returning year. It is so used because it is profitable to those who use it.—*Newspaper Maker*.

Look to the advertising sense and the dollars will look to themselves.

An Educator's Estimate.

"THE EVENING STAR is everything a newspaper should be."

(Signed) W. F. HARRIS

(Commissioner U. S. Bureau of Education).

Washington, D. C.

M. LEE STARKE, Representative { New York, Tribune Bldg.
Chicago, Boyce Building.

A DIRGE FOR PAPERS DEAD.

And ever the papers come,
And ever the papers go,
The little papers born to die
When we have loved them so!
Some are the highest art,
Some are the broadest fun,
But each "comes to fill a long felt
want."

Each and every one.
Some are brutally frank,
Libelous, personal, smart,
Some with pictures and prose and verse
Are—well, we will call it "tart."
Some of them "fight for the right,"
Say they will never yield,
Some follow a fad, a good one or bad,
But each has "a particular field."

Some have an "angel" behind them,
Some one "with money to burn,"
But most are born with nothing but
nerve

And the hopes of what they will earn.
Some are quite unpretentious,
And begin in the most modest way.
Some clang their cymbals and beat
their drums,
And shout "We have come to stay!"
Some in their second issue,
Boast of the power they wield,
But, cheap ones or dear, there's not
one will appear
But has "its particular field."
Poor little things, their requiem sings
In the words, "our particular field."

And ever the papers come
And ever the papers go,
Those little papers born to die
When we have loved them so.
Always the unsold copies
Fall in the fakir's hands,
Down to Park Row at last they go
To be sold on barrows and stands.
Bombast, Abuse and Praise,
Poetry, Prose and Art,
Here they are for a penny apiece,
For sale on a huckster's cart!
"Here for a penny apiece!"
Say it under your breath,
They're all on a common level now
As mortals after death.
Those that had "come to stay,"
Those with "power to wield,"
The stupid, the smart, the vapid, the
tart,

In Park Row Potter's Field;
The solemn, the staid, the gay,
The aggressive that never would yield,
You're all of you dead, and it's true,
as you said,
You "fill your particular field!"
—Roy L. McCordell, in the Criterion.

POSTAL CARDS.

The use of postal cards for international correspondence seems to be more prevalent in Germany, France and England than in the United States. Business men in foreign countries may have no objection to receiving postal cards on which a cramped business letter is written, but it certainly does not impress one favorably in America. If firms abroad have business to transact with houses in the United States, let them spend a few cents more and write a businesslike letter and inclose it in an envelope. It gives more dignity to their communications.—American Printer, New York,

ARGUMENTS THAT DON'T COUNT.

The argument that a man continues a certain style of advertising, or continues advertising in a certain publication, proves either that the style of advertising is profitable, or that the publication brings profitable results, is utterly illogical, because seven out of ten advertisers don't know anything very definite about the returns from their advertising. They can't even make a very intelligent guess on the subject. They do the advertising with no particular system. They don't try to check the results, and they have only the faintest of reasons for believing that one publication pays and another one doesn't. Advertising solicitors show me advertisements and say: "Our publication must pay those people, because they have been with us for three or four years." At least twice out of four times the advertisement referred to is one to which it would be absolutely impossible to trace any results whatever, no matter in what publication it might be placed. A man might be fool enough to advertise hymn books in the *Police Gazette* for 52 weeks in the year, but that wouldn't of necessity prove that the advertising paid.—*New England Grocer.*

THE MAIN THINGS.

An ad is better for being attractive, artistic and well expressed, but the main thing is to give the facts so that there can be no misunderstanding, to display the ad so strongly that it cannot be overlooked, to put it in magazines or other mediums which will reach the people you want, and then have a perfect system for following up every possible opening until it results either in an order or conclusive proof that no order is there.—*Shoe and Leather Facts.*

An advertisement is an alluring picture drawn to fit the reader's frame-of mind.

ILLUSTRATED EXTRACT FROM ADVERTISEMENT.



"PROMPT ATTENTION GIVEN TO INQUIRIES BY MALE."

THE "PROCESS" ENGRAVING.

Every one knows how enormously newspaper illustration has been increased since the advent of photo-mechanical work; but probably few have any idea of the enormous proportion in which photography plays a greater or less part. Almost the whole of the line illustrations, spoken of as wood-cuts, are photo-zinc blocks, made from black and white drawings, and even the comparatively few wood-cuts that are now made, almost all acknowledge the help of the photographer in transferring the drawing of the artist to the surface of the block for cutting, so that the old art of drawing upon wood has largely fallen into abeyance.

The wood engraver has been so largely and so rapidly supplanted by "process" that it has been stated that he is already swept out of existence, but this is far from the case. The wood engraver has been obliged to adapt himself to new conditions, and many branches of his work have almost entirely left him, but there are some directions in which he still holds the field, and in which it is quite unlikely the "process" can successfully compete. An example of this is in the engraving of machinery and similar work, in which it is impossible for a half-tone production from a photograph to give anything like the life and brilliance that an engineer requires, and in which the pen-and-ink draughtsman for line work seems at present to have no chance against the wood engraver. There are indications also that wood engraving will recover its place in high class illustration, for the art of wood engraver is one which no process can copy.—*London Photogram.*

SARSAPARILLA.

Read a patent medicine advertisement and you'll come to the conclusion that sarsaparilla is a cure for most of the ills that flesh inherits; ask a doctor and he'll tell you that its chief merit is that it is harmless—perfectly so. And yet sarsaparilla is one of the most popular medicines in the world. On this point a doctor said: "Sarsaparilla was discovered to the medical world several generations ago by a distinguished German therapist who asserted that it had wonderful properties as a blood purifier. Doctors all over the world almost immediately began to use it, but as no one obtained the results claimed for it by its inventor, its use was soon abandoned by the medical profession, and it is now used only as a vehicle for certain nauseous drugs that can not be taken unless thus disguised. In spite of this, however, the great American public seems to set great store by the stuff and consumes millions of gallons annually, which would seem to prove that if it be taken with faith enough and a certain amount of printers' ink, it is at least as effective as absent treatment in Christian science or health vibrations in distant psycho-therapy." —*Cleveland (Ohio) Town Topics.*

MANY a distressed business craft has been floated off the rocks by the tide of advertising.

PRINTERS' INK.

Classified Advertisements.

Advertisements under this head two lines or more, without display, 26 cents a line. Must be handed in one week in advance.

WANTS.

BUSINESS partner for live So. California daily before Sept. 1. Cheap. "S. F." Printers' Ink.

HAND-PRESS. State size, condition, price, etc.

CAMBRIDGE PRESS, Box 160 Mad. Sq. P.O., N.Y.

WANTED—To exchange space with weeklies and mail order publications. JOURNAL, Milton, Wis.

MORE than 200,000 copies of the morning edition of the *World* are sold in Greater New York every day. Beats any two other papers.

TRADE MAGAZINES—Can represent a few more trade publications in whole or part of State of Ohio. J. WILKIE RUSK, Newcomers-town, Ohio.

CIRCULATION manager, with extensive experience in newspaper work, is open for engagement about October 1st. References furnished. "AI CIRCULATOR," Printers' Ink.

WANTED—Circulation manager. Good opening for one competent to manage the subscription department of monthly publication of mercantile circulation. Address "PERMANENT," Printers' Ink.

WANTED—A first-class, experienced advertising writer. None need apply unless fully equipped to take a party permanent position and good pay. State experience. Address "RELIABLE," care Printers' Ink.

ORDERS for 5 line advertisements 4 weeks \$10 in 100 Illinois newspapers; 100,000 circulation weekly; other rates. Send for price-list. Catalogue on application. CHICAGO NEWSPAPER UNION, 10 Spruce St., New York.

YOUNG advertising man, now employed on a daily in a city of 50,000, desires to change. Has demonstrated his ability as a progressive advertising man, a hustler who gets there. Bright and practical ideas with a tact to apply them. Desires either newspaper or mercantile work. Address "PUSH," care Printers' Ink.

A N experience of twenty-five years as advertising manager and bookkeeper, in the office of one of the best known and most widely circulated religious periodicals of this country, has given me the knowledge of the publishing business in all departments. For certain reasons, not at all discreditable to any one, I find a change desirable. Address "P.," Printers' Ink.

WANTED—Every advertisement writer to send a copy of our book of ready-made advertisements. A valuable mine of suggestions and catchy phrases. Contains over five hundred examples of effective ads. Invaluable as a thought stimulator for advertisement writers. Send postpaid on receipt of price, \$1. Address GEORGE P. ROWELL & CO., 10 Spruce St., New York.

WANTED—A man of experience on class publications to put new advertising into an old and high-class illustrated periodical in New York. He must be able to show by his record what he can do. Promises will not count. To such a man, say of five thousand a year, or more, will be paid. Please give all particulars in first letter, which will be treated confidentially and returned if desired. Address "ADVERTISING PUSH," care Printers' Ink.

EXPERIENCED capable magazine manager of any kind, especially seeks position anywhere, offering adequate compensation. Has a thorough knowledge of paper, printing, binding, illustrating, etc. Knows the value of most publications as advertising mediums and their lowest rates (has carefully noted results of half a million dollars' worth of publishers' advertising, placed by himself). Can build up circulation and advertising patronage in original and inexpensive methods. Is a forceful adviser, a scholar and a suggester of new, profitable ways to "tillie plant. A few references. "C. K. B.," Printers' Ink.

HALF-TONES.

GOOD half-tones of popular actors and actresses for sale at \$1 each. Fine for advertising purposes. L. ELKUS, 150 Nassau St., N. Y.

NUMBERING MACHINES.

OUR numbering machine is the best. WETTER NUM'G MACHINE CO., 515 Kent Ave., Brooklyn.

RAILWAY ADVERTISING.

SUCCESSFUL manager advertising department of large railway system, who also understands industry, advertising and organization, will be at liberty November 1st. Position desired. Western road preferred. Address "RAILWAY," care Printers' Ink.

SUPPLIES.

GAUGE PINS, 3 for 10c. PRINTERS SUPPLY CO., Grand Island, Neb.

THIS paper is printed with ink manufactured by the W. D. WILSON PRINTING INK CO., Ltd., 17 Spruce St., New York. Special prices to cash buyers.

PRINTERS.

WE print an attractive, booklet, 8 pages, $\frac{3}{4} \times \frac{5}{8}$ inches in size, wire stitched, fine paper, any color of ink, 1,000 booklets for \$10; 5,000 for \$35. For illustrations and writing copy, if so desired, we make a small additional charge. PRINTERS' INK PRESS, 10 Spruce St., N. Y.

FOR a limited time I will print and deliver at your premises or office, printed, 1,000 type written letter-heads, $\frac{5}{8} \times \frac{11}{16}$ inches, for \$1.50; $\frac{5}{8} \times \frac{11}{16}$ inches, \$1.80; statements, No. 6 billheads or packet noteheads, \$1.75, cash with order. Proofs submitted if desired. High-grade work. WILCOX, The Printer, Milford, N. Y.

BUSINESS OPPORTUNITIES.

ADVERTISE your business by publishing a newspaper of your own on an economical plan. Send for full particulars. J. HARTLEY, 15 Vandewater St., New York.

FOR \$250 you can have half interest in the most promising small country weekly in this promising State. Young printer preferred. "B." Box 3, PENNY PRESS, Exeter, California.

TEXAS oil stocks of the right kind will make you more money quicker than any other investment. The oil fields of the world are now flowing more oil than all the rest of the world combined. For a short time you can buy development stock at 25c per share in a company right in the midst of the oil fields. Write to us at once. BELGIAN OIL CO., 150 La Salle St., Chicago.

FOR SALE.

FOWLER's great \$15 advertising book, "Publicity." Unused copy. Will sell for \$8. WILSON, care Printers' Ink.

FOR SALE—Only trade paper in jobbing town in Middle West. City of over 100,000, 14 railroads. Doing prosperous business. Good reasons for sale. "COMMERCE," Printers' Ink.

UNBLOCKED electrotype plates used in house hold magazine of small circulation. Stories (short and serial), spec-fal illustrated articles, cuisine, household, songs, etc. Size of page $9 \times \frac{1}{4}$ inches. Price \$1.50 per page. Address L. ELKUS, 150 Nassau St., New York.

FOR SALE—A fine lot of juvenile plates (about 600), with copyright, size $5 \times \frac{7}{8}$ inches; short stories and jingles by best writers, finely illustrated in wood and pen and ink. Many natural history articles. Suitable for children's books or school readers. L. ELKUS, 150 Nassau St., N. Y.

AGENUINE BARGAIN.
PRICE NO CONSIDERATION.
12 Boxes Typegraphs,
2 Lead Masters,
2 Line Casters
Will put in perfect condition.
Address THE DETROIT JOURNAL,
Detroit, Mich.

EVERY issue of PRINTERS' INK is religiously read by many newspaper men and printers, as well as by advertisers. If you want to buy a paper, or to sell a paper, or type or ink, the thing to do is to announce your desire in a classified advertisement in PRINTERS' INK. The cost is but 25 cents a line. As a rule, one insertion will do the business. Address PRINTERS' INK, 10 Spruce St., New York.

ADVERTISING MEDIA.

THE CHRONICLE, Princeton, Ky.

THE GOLFER, Boston. Oldest golf publication in America.

THE CHRONICLE, Princeton, Ky., is rated 1,800 weekly in plain figures.

HARDWARE DEALERS' MAGAZINE, sample copy 10 cents, New York City.

POST, Middleburgh, Pa., 2,000 circ'n weekly, 10c. per inch, brings satisfactory results.

ADVERTISING agents serving their clients honestly, call up TOILETTE; estab. 1881.

40 WORDS, 5 times, 25 cents. DAILY ENTERPRISE, Brockton, Mass. Circulation 6,800.

REACH the best Southern farmers by planting your ads in FARM AND TRADE, Nashville, Tenn. Only 10c. a line.

ANY person advertising in PRINTERS' INK to the amount of \$10 or more is entitled to receive the paper for one year.

SHOE TRADE JOURNAL, Chicago, eight years old, is the greatest advertising medium in the shoe trade. Rates 20 cents a line.

ADVERTISERS' GUIDE, New Market, N. J. Circulation 5,000, sample free. Mailed postpaid 1 year, 25c. Ad rate, 10c. line. Close 4th.

PRESS - REPUBLIC, Springfield, O. Leased to wire Associated Press report. Sworn circ'n guaranteed by Citizens' Bank to exceed 8,000 daily.

WICHITA, KAN. THE STAR. Concentrated rural circulation; 1,810 yearly average, 90 per cent in Sedgwick Co. 9c. per inch for stereotypes.

VIAN SUN, one of the leading weeklies of the Cherokee Nation. Ads in its column attract attention. WEEKS & CHAPMAN, publishers, Vian, I. T.

If you wish to reach the bottling trade of this country, advertise in the AMERICAN CARBONATOR AND BOTTLE, 67 Liberty St., New York. Established in 1881.

QONLY 50c. per line for each insertion in entire list of 100 country papers, located mostly in New York, New Jersey and Pennsylvania. UNION PRINTING CO., 15 Vandewater St., N. Y.

MANUFACTURERS buy large amounts of machinery, supplies, equipment, etc., for factory and office. Advertise your goods in THE MANUFACTURERS' JOURNAL, Brooklyn, New York. Write us.

THE FLORIDA FREE PRESS, published at Bristol, Liberty County, Florida, every Friday. The official and only paper published in the county. In the center of a very fertile agricultural and turpentine district.

THE ANNALS OF GYNECOLOGY AND PEDIATRY—the only journal in New England devoted to gynecology, obstetrics, abdominal surgery, etc. Fortnightly. Foreign circulation, strongly established. \$1.50 per year. Advertising rates upon application. THE ANNALS PUBLISHING CO., 148 Pearl St., Boston, Mass.

THE Wrightsville TELEGRAPH is the only all-purpose newspaper published in the eastern section of York Co., Pa. It covers the entire section of Pennsylvania and goes into the homes of well-to-do farmers every week. It carries eighteen to twenty columns of advertising. For rates address THE TELEGRAPH PUB. CO., Wrightsville, Pa.

AFFIDAVIT—I, E. P. Boyle, publisher of the HOUSTON WEEKLY TIMES, being duly sworn, say that the average number of copies each issue printed and circulated since January 1, 1900, of the paper, has been 1,400. E. P. BOYLE, Publisher. Subscribed and sworn to before me, this 11th day of January, 1901. S. E. TRACY, Notary Public in and for Harris County, Tex.

KEY WEST, Florida. Read and advertise in the Key West ADVERTISER, the only newspaper ever published in the most southern point in the U.S. Established 11 years; 8 fol. pages. Only 90 miles from Havana, Cuba. J. T. Ball, Mgr.

THE FREIE PRESSE, Wilmingtn, Del. The only German newspaper—a daily 21 years in existence—published in Delaware, and the only one between Philadelphia, Reading and Baltimore.

If you want to reach a good German trade, place your advertisement in the columns of this paper. Results prove the value of the medium. Write for sample copies and advertising rates.

THE best adv'g medium in Dodge County, Minn.—the greatest agricultural and dairy region in the State—is the DODGE COUNTY REPUBLICAN, Est. 1867. Through no other source can the well-to-do constituency of this paper be reached so economically as through the REPUBLICAN. All house papers in the west publish country editions in the state. The REPUBLICAN carries more ads, at a higher rate, than any paper in Dodge County—it reaches the people. For rates and samples address B. A. SHAVER, publisher, Kasson, Minn.

PREMIUMS.

RELIABLE goods are trade builders. Thousands of agents and others from the foremost manufacturing and wholesale dealers in jewelry and kindred lines, 560-page list price catalogue free. S. F. MYERS CO., 45-56-52 Maiden Lane, N.Y.

PUBLISHERS.

I WILL buy sole right of advertising space or represent publication; have a thoroughly equipped special advertising agency, with branch houses and staff of competent solicitors.

L. NATIONAL CHAKOW,
338 Broadway, New York City.
Telephone 2756 Franklin.

EXCHANGE.

WANTED—To exchange new piano for newspaper advertising. Address "LUDDEN," care Smith & Barnes Piano Co., Chicago.

WANTED—To exchange, a small amount of advertising space with high-class magazines and monthly periodicals on pro rata arrangement. THE ROSTRUM, Lancaster, Pa.

EXCHANGE what you don't want for something else. If you have mail order names, stock cuts or something similar, and want to exchange them for others, put an advertisement in PRINTERS' INK. There are probably many persons among the readers of this paper with whom you can effect a speedy and advantageous exchange. The price for such advertisements is 25 cents per line each insertion. Send along your advertisement.

BOOKS.

WE are in receipt of a volume of 100 pages entitled "Ready-Made Advertisements," from George P. ROWELL & CO., publishers of PRINTERS' INK, 10 Spruce St., New York City. Its contents are all that the name implies, covering every conceivable business in the retail and general advertising field. The specimens submitted are the products of the best advertising talent known, and their selection by PRINTERS' INK authorities is a surety that it is replete with bright ideas and useful suggestions that cannot help but be worth many times its cost to any one having the placing of such advertising in charge. Price, \$1.—From Suggestions.

READY-MADE ADVERTISEMENTS. This is the title of a ninety-two page book put out by George P. ROWELL & CO., New York City. Those familiar with PRINTERS' INK will recognize these ready-made ads as having appeared in one of the departments of PRINTERS' INK during the past few months. In this handy book they are carefully indexed by businesses, so as to make them easily found. Several pages are also devoted to directions about layout, copy, type sizes, etc., and the book, as a whole, should prove very useful to the man who prepares his own copy.—*Pacific Coast Advertising*.

The book will be sent postage prepaid, on receipt of one dollar, by GEORGE P. ROWELL & CO., 10 Spruce St., New York.

MAILING MACHINES.

GET the best, the Matchless, of REV. A. DICK, 43 Ferguson Ave., Buffalo, N.Y.

ADVERTISEMENT CONSTRUCTORS.

WOODHOUSE, JR., Trenton, N.J., ad writer.

A RTHUR E. SWIFT, Omaha Building, Chicago. Mail order business only.

WRITE me about my business-bringing ads. H. L. GOODWIN, Malden, Mass.

COPY for short circular, \$2 cash with order. JED SCARBORO, 557 Halsey St., Brooklyn.

RETAILERS, add a mail order department. GEO. R. CRAW, 115 Dearborn St., Chicago, Ill.

EONARDI advertising in Cuba is our work. Spanish samples free. M. P. GOULD CO., Bennett Bldg., New York.

FOUR to eight original common sense ads written to sell goods at \$2 to \$8 per month. EDWIN S. KARNIS, 337 E. 35th St., Chicago.

SEND me one dollar and I will write a letter of S advice on any subject about advertising that bothers you. C. B. PERKINS, "Ideas for Advertising," 32 Globe Bldg., Boston, Mass.

"**J**ACK THE JINGLER'S" best of fads is writing rhyming business ads, Of pith and point, for every use. His New York address is 10 Spruce.

ABARGAIN for storekeepers. Ten original business-bringing advertisements, to fit 4-inch space, for \$5 cash. Satisfaction guaranteed. STAR ADWRITERS, Star Bldg., Washington, D.C.

LUNCHING a new business? Whether it will be an ocean liner or a catboat may depend on the advertising you use. Send you right, SNYDER & JOHNSON, Advertising Writers and Agents, Woman's Temple, Chicago.

HENRY FERRIS, 1040 Drexel Building, Philadelphia. his [H] mark.

Adwriter and designer, sometimes adviser. If you simply want better advertising, and don't know how to get it, come and see me. If you know just what you want, write.

WE offer intelligent service in writing and illustrating advertisements effective, well written, nicely displayed ads. Advertisements put in type and electrotyped furnished. We do all or any desired part of this work. Price reasonable. GEORGE P. ROWELL & CO., 10 Spruce St., New York.

AD CONSTRUCTORS will find our book of ready-made advertisements of great assistance in the preparation of advertisements. The book contains over one hundred specimens of good advertising, any one of which may suggest an idea for your ad when you get stalled. Sent prepaid on receipt of price, \$1. Address GEO. P. ROWELL & CO., 10 Spruce St., New York.

"**T**HE world gives its admiration, not to the man who does what nobody else attempts to do, but to the man who does best what multitudes do well." We will convincing advertising and illustrate it too if you like.

THE HEBER MACDONALD CO.

St. James Bldg., New York, B'way & 26th St.

ADWRITERS and designers should use this column to increase their business. The price is only 25 cents a line, being the cheapest of any medium published, considering circulation and influence. PRINTERS' INK has over one hundred imitators, yet PRINTERS' INK covers all their territory besides its own chosen field. A number of the most successful adwriters have won fame and fortune through persistent use of this column. They began small and kept at it. You may do likewise. Address orders, PRINTERS' INK, 10 Spruce St., New York.

IMAKE catalogues, price lists, circulars, folders, mailing slips, trade booklets, newspaper and trade journal advertisements, etc.; in short, I prepare commercial literature of every character. I gladly send samples of my work (a liberal collection) to applicants seemingly requiring work along the lines of my particular lines. I find a leisurely examination of what I have made for others a far better "salesman" than any amount of promises and self laudation, hence my sample-lending habit. FRANCIS I. MAULE, 402 Sansom St., Philadelphia. In writing please shun postal cards.

An illustration at the top center shows a woman with short, wavy hair, looking directly forward. She is wearing a dark, draped garment. Behind her head are several radiating lines forming a sunburst effect. On either side of her, hands are visible holding up torches with flames. The entire illustration is enclosed within a decorative border that tapers at the bottom into a laurel wreath.

Every booklet or other kind of printing a firm sends out is mentally commented upon by the receiver. It makes a good, or a bad, or no impression at all. The latter is practically a bad impression. It's an advertising opportunity needlessly wasted. The same 2-cent stamp that carried out the bad impression would have paid for a good one. Indifferent printing costs as much, or more, as good, impressive, representative printing costs.

We fill orders for commercial printing, big or small. We do a neat, tasty, impressive job. Write or call on

Printers' Ink Press
10 SPRUCE ST NEW YORK

CLEVELAND PRESS—100

The Cleveland Advertisers' Association, consisting of investigation by an expert accountant of its own selection,

THE ADVERTISERS

DEAR SIRS : I have the honor to submit my findings in the newspaper with the idea uppermost of securing reliable data upon which to base the papers readily allowed us every access to their books, paper bills, account. The report of "The Press," as I now submit it, is to the best of my "World" have not been seen. As soon as they have been examined, I will give the lines which this has been, are of inestimable value to space buyers. I feel that it is only proper that I and those associated with me in this investigation. A similar report of "The Cleveland Plain Dealer" will be sent you in a few days.

Mr. GEO. W. UHL, Secretary the Cleveland Advertisers' Association, City.

DEAR SIR :—In accordance with your instruction and advice of June 22, I have the purpose of determining the circulation of that publication, and herewith submit the following statement. Schedule No. 1 shows pounds of paper consumed during the period, after deduction for waste, and adjusting over and under-weights; also, number of eight-page papers this should produce: white paper used, as indicated per 1,000 copies, should produce 14,076,256 eight-page papers for the period. Schedule No. 2 shows the actual cash receipts for the period, also other legitimate expenses, \$65,459.63. This statement also shows the gross sales of paper for the period were \$13,091,926. This statement also shows the gross sales of paper for the period were \$13,091,926 copies. The difference between \$13,091,926 and \$13,797,222 is \$705,296. The difference between \$13,091,926 and \$13,797,222 is \$705,296 from the gross sales (\$13,797,222), there remains a paid circulation of \$13,091,926. Schedule No. 3 shows proof of work done. I certify that the paid circulation (at 50 cents per hundred) of the THE CLEVELAND PRESS

SCHEDULE NO. 1.

Showing pounds of paper used after deducting for waste, and adjusting over and under-weights; also, number of eight-page papers this should produce:

Size.	Pounds.	Weight.	Number papers should stock run.
		1,000 copies.	
50-in.....	1,141,936	119	9,596,353
47-in.....	387,585	112	3,460,580
44-in.....	107,029	105	1,019,323
Total.....	1,636,580		14,076,256

The period from Jan. 1 to May 31, inclusive, contained 130 publication days. 14,076,256 divided by 130 gives an average daily "run of press" of 108,778.

SCHED

Showing actual circulation during period, commissions and increase in accounts receivable. Cash receipts (net) Commissions deducted by agents Increase in accounts receivable

Total

The gross number of papers for the period was as follows:

January
February
March
April
May
Total

"The Press" considers this one of the most thorough and valuable investigations ever made. The report so explicit that comment is perhaps wholly superfluous, the salient point of the report, to wit: "The Cleveland Press" had a circulation of 108,778 in the first five months of 1901. The average daily circulation, for that period was 108,310, hundred and all other copies.

The Cleveland Press is one of the successful papers of THE SCRIPPS McRAE group. Cincinnati Post and Cleveland Press. All of the Scripps-McRae papers should be on

**53 Tribune Building,
New York**

**F. J. C.
Manager**

100,707—ALL GOOD AS GOLD

ting of nearly all the retail merchants of the city, after an exhaustive election, reports as follows:

ADVERTISERS' REPORT IN FULL.

newspaper circulation investigation. This work has been conducted without hurry, to base the circulation of "The Cleveland Press" and "Plain Dealer." These two bills, accounts, etc. We have found the inclosed report to be correct in every detail. I am of my belief reliable and accurate. The circulation books of "The Leader" and "Plain Dealer" will be examined, I will report. I can only add that investigations of this kind, carried on along the lines of buyers. I, myself, spend large amounts of money yearly for advertising space, and in this investigation should know the exact circulation of the Cleveland newspapers. You in a few days. Respectfully yours, G. W. UHL, Sec'y, The Cleveland Advertisers' Ass'n.

CLEVELAND, O., July 11, 1901.

On May 22, I have made a careful examination of the books of accounts of THE CLEVELAND PRESS, for the purpose of determining the circulation for the five months ending May 31, 1901. I submit the following data: The report covers the period from January 1, 1901, to May 31, 1901, inclusive. Deductions for white waste and adjustment of over and underweights. This statement also shows the average daily circulation of the newspaper. The average daily circulation of the eight-page papers, or an average of 108,278 copies of each of the 130 publication days included in the period, is 13,707,222 copies. To earn \$65,459.63 at a uniform rate of 50 cents per hundred papers sold, the average daily circulation must be 100,707 copies. The total revenue thus derived from circulation for the period is \$65,459.63, which represents the number of papers unsold or returned during the period. Deducting 13,091,926 copies at 50 cents per hundred. Dividing 13,091,926 by 130 (the publication days of the period) gives 100,707 copies daily. Therefore hereby certify that THE CLEVELAND PRESS for the five months ending May 31, 1901, averaged 100,707 copies daily.

Yours faithfully, THOS. T. SULLIVAN, Accountant.

SCHEDULE NO. 2.

actual cash receipts for circulation	
deducted by agents	
counts receivable	
	\$65,459.63
number of papers sold to agents and newsdealers was as follows:	
	2,713,261
	2,487,911
	2,706,423
	2,860,137
	2,939,490
	13,707,223

SCHEDULE NO. 3.

Showing proofs of finding as compared with daily run of press, as indicated on Schedule No. 1:

Daily Average Run of Press.....	108,278
Daily Average Paid Circulation.....	100,707
Daily Average Free Copies.....	1,612
Daily Average Unsold or Returned.....	5,425
Daily Average of Damaged Copies.....	574
	108,318

Of the Free papers, 1,141 copies are for services rendered, and the remainder, 471, represents papers given to employees, to advertisers, and used in the various business and editorial departments. None of the Free papers is included in the Certified Paid Circulation.

NOTE.—When the manner of estimating the daily run of press is considered (see Schedule No. 1), the difference of 40 copies per day is phenomenal.

vestigations of newspaper circulation ever made for the information of advertisers. The investigation was superfluous, and "The Press" is pleased to satisfy itself with merely bringing out, a little more conspicuously, the circulation, paid for at 50 cents per 100—the full wholesale selling price—of 107,707 copies daily, for which was 108,318. This includes an average daily circulation of 107,707 paid for at the rate of 50 cents per

PPS MCRAE LEAGUE of newspapers, composed of The St. Louis Chronicle, Covington, Ky., Post, would be on the advertisers' list this fall. Rates and full information furnished by

J. CARLISLE,
Manager Advertising.

116 Hartford Building,
Chicago.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ISSUED every Wednesday. Ten cents a copy. Subscription price, five dollars a year, in advance. Six dollars hundred. No back numbers.

ISSUED being printed from plates, it is always possible to issue a new edition of five hundred copies for \$30, or a larger number at the same rate.

Publishers desiring to subscribe for PRINTERS' INK for the benefit of advg. patrons may, on application, obtain special conditions.

Care! If you pay for it who has not paid for it is receiving PRINTERS' INK if it is because some one has subscribed in his name. Every paper is stopped at the expiration of the time paid for.

ADVERTISING RATES:

Classified advertisements 25 cents a line; six words, one line. Display 50 cents a line, 12 lines to the inch. \$1.00 a page. Special position twenty-five per cent additional, if granted; discount, five per cent for cash with order.

OFFICES: NO. 10 SPRUCE ST.
London Agent, F.W. Sears, 50-52 Ludgate Hill, E.C.

NEW YORK, AUG. 14, 1901.

THE article that appeared in PRINTERS' INK of July 24, under the heading of "Costly Subscription Books," illustrates the capacity of a young reporter for stating things the way they are not. Mr. E. R. Dumont, the publisher quoted, writes to PRINTERS' INK: "The article contains many inaccuracies; indeed, our experiments in advertising this edition of Voltaire have been exceedingly discouraging." It is PRINTERS' INK's aim in life to show the bright side of advertising, but the Little Schoolmaster certainly has no intention of furthering this purpose at the expense of the truth.

Good taste is one of the prime requisites of good advertising.

"ANYTHING that interests a dozen people."

"Nothing I would not be glad to have my daughter read."

For thirty years and more the Arlington (Mass.) *Advocate* has been printed with unfailing regularity every week, the matter for each issue being prepared with the above mottoes clearly in mind.

OUR imitative cousin, the Jap, is turning his acute attention to the making of advertising novelties. The little wooden boxes of matches that are given away on the behalf of well known brands of cigars by tobacconists, and which came mainly from Sweden, now appear with the hall mark, "Made in Japan."

SPEECH is silvery, white space golden in advertising.

THE recent order of the Postmaster-General, which attempts to exclude certain publications from the mails as second-class matter, does what Congress has repeatedly refused to do. It does what the Postmaster-General has no right to do. It has caused a whole lot of trouble and anxiety to many reputable publishers and will not work any very material reduction in the postal deficiency. It will do considerable harm, very little good, and finally—will be abandoned.

THE general trend nowadays in names of exploitable articles seems to be away from those that are weird, unsightly, unpronounceable and meaningless, and toward those that can be illustrated effectively. "Turkish" and "Egyptian" cigarettes are examples of names that contain tangible ideas for pictures, and the methods by which these brands have been brought into the public eye would be impossible with the less definite "Sweet Caporals." "Quaker Oats" is another name containing possibilities not to be found in "H-O" or "Postum Cereal."

It is comforting to know that the amateur adwriter, even at his worst, seldom falls into so woeful a state of adjectives as that revealed in the following gem, which came athwart the scissors of the *Sun* recently:

The Raleigh (N. C.) *Morning Post*, in a letter from Wilson, the same State, gives a choice example of Journalism as She Is Wrote in that section of country:

"Among the many rare and radiant maidens who will fling their spell of witchery over male bipeds at Morehead next week, Wilson will lend two of her resplendent jewels in the exquisite persons of Miss Ellen Bronch, whose luscious temperament furnishes a glorious nesting place for the inspiration, and the jubilant and sparkling Miss Daisy Weatherbee, whose flashing wit and exquisite humor and eloquent repartee and enchanting charms make her in all circles the cynosure of attraction and the object of admiration—yea, these will be two of the jewels that will glisten so brilliantly in Morehead's richly-gemmmed coronet of sparkling beauty next week."

W. B. POWELL, formerly of Delhi, N. Y., has been appointed advertising manager of B. Nugent & Bros. Dry Goods Company, of St. Louis, Mo. Mr. Powell's hobby is said to be the correct use of the word "worth" in relation to real value. In fact, he instead of exaggerating prefers to minimize what the previous price of the article has been.

TANDY, WHEELER & Co., Boston Block, Denver, Col., issue at \$1.50 "A Little Book of Tribune Verse," a collection of poems, grave and gay, written by Eugene Field while associate editor of the Denver *Tribune*, in 1881-1883, now for the first time published in book form. It contains some 175 poems and verses never before published in enduring form, and the original versions of a few old favorites, which have become famous in the revised style in which their author dressed them for publication in his other books.

ADVERTISERS, publishers and editors are all on a hunt for ways of beautifying the halftone. The rude contrast of square-cornered blocks against a background of gray type, combined with prodigious use of this form of process picture, has made it hackneyed and cheap. Those who are farther-sighted are taking steps to bring it onto a more artistic and attractive plane. The *Century's* engravers have evolved a halftone illustration that is quite new—a softer, finer woodcut in effect—and credit is now given to the retoucher upon the pages of that magazine. Hearst's art departments—more especially that of the Chicago *American*—produce some striking and suggestive effects, considering the rough, hurried nature of the work demanded. The advertising pages of the magazines continually reveal new kinks and wrinkles well worth studying, and though many advertisers seem to have abandoned the halftone in favor of the line cut—which is also advancing to better things—there is every probability that the halftone will come forth in an entirely new form within no very lengthy period.

IN SOUTHERN CALIFORNIA.

With reference to industrial advertising of Southern California, the Los Angeles (Cal.) *Times* makes the following remarks:

During the past few years most of the leading railroads of the country have awakened to the fact that it is the part of wisdom for them to do everything in their power toward the development of the resources of the sections upon which they depend for revenue. In recognition of this fact, some of the leading companies have established regular departments, charged with the duty of getting up literature descriptive of the sections through which their lines extend, furnishing information to would-be settlers, and even taking an active part in the establishment and development of various enterprises.

In the West the Santa Fe Company has particularly distinguished itself along this line with its development department, through which many flourishing communities have been built up along the lines of its roads. The great rival of the Santa Fe, the Southern Pacific Company, is also falling into line. It was recently mentioned that President Hays had decided to make a systematic canvass among farmers and others in California for the purpose of obtaining actual facts in regard to the success or otherwise that has attended their efforts, with the view of publishing this information in pamphlet form for circulation among home seekers in the East. The company is also preparing to issue mailing cards containing condensed information regarding this section, with particular reference to the advantages for settlers. They will also bear halftone engravings from photographs illustrative of various phases of life in Southern California. These cards will be furnished free by the Southern Pacific Company to the various commercial bodies of Southern California, in such quantities as may be desired, for them to distribute to persons who will promise to mail them to friends in the East. This is good work and should be assisted by the people of Southern California.

THE power of the shortest word in advertising becomes doubly evident when one remembers that it is possible for a human being to get through life on fifteen hundred words of English, that Shakespeare's vocabulary, which was the greatest, included between fifty and sixty thousand, and that fully a quarter of the people of the United States communicate in slang and set phrases; that they are not only incapable of expressing themselves in ordinary English, but that the average sentence from Stevenson, Johnson or Wordsworth is not intelligible to them.

THE PRIDE OF SOUTH DAKOTA.

SIOUX FALLS, S. D., July 23, 1901.
Editor of Printers' Ink:

I come to you for a bit of advice. My magazine, the *Monthly South Dakotan*, is now in its fourth year. It has had a steady growth from its first issue, until it now has 4,000 paid annual subscribers, almost exclusively within South Dakota. The publication is exceedingly popular with its patrons and the people of South Dakota constantly exhibit real pride in it. I have not been able to attract the attention of foreign advertisers, although local advertisers assure me that they derive better returns from the magazine than from other mediums. I inclose a copy of my advertising rate card and would be pleased to have you tell me if in your judgment it is reasonable, and also to have you suggest the best method of procedure to secure the attention and patronage of foreign advertisers. It does not appear to me that I can afford to regularly employ an advertising man to give his exclusive attention to my work, and the general advertising agencies, though they promise well, have given me no business.

Faithfully, DOANE ROBINSON.

Advertisers are not much inclined to patronize monthly magazines of small circulation because they cost a higher rate per thousand than the better known and more influential publications of large issue. For instance, your price for a page is \$100 for one year, \$8.33 per month, or something over \$2 per page per thousand of the circulation you claim, while *Munsey's Magazine* charges \$450 per page on a yearly order, which is less than 75 cents per page per thousand. The circulation of *Munsey's Magazine* averaged above six hundred thousand copies for the past year. Foreign advertisers, contracting for local circulation, prefer dailies and local weeklies because these aid the local dealers better than the less frequent issues of a monthly publication. Just how monthlies of less than ten thousand circulation manage to exist is a problem difficult to understand. Generally some man or set of men is found to be making good a yearly loss for purposes known only to themselves. It is our recommendation that you confine your efforts to securing the advertising patronage of those advertisers who are located in your own State.—[EDITOR PRINTERS' INK.]

THE BEST TRADE PAPER.

From information already gathered it now appears likely that the Sixth Sugar Bowl will have to be awarded to some one of the following publications:

New York (N. Y.) *Hardware Dealers' Magazine*.
 Chicago (Ill.) *Inland Printer*.
 Detroit (Mich.) *Book-keeper*.
 New York (N. Y.) *Street Railway Journal*.
 Philadelphia (Pa.) *Keystone*.
 New York (N. Y.) *Dry Goods Economist*.
 New York (N. Y.) *Good Advertising*.
 Boston (Mass.) *Boot and Shoe Recorder*.
 New York (N. Y.) *Printers' Ink*.
 New York (N. Y.) *Bakers' Review*.
 New York (N. Y.) *Scientific American* (two monthly editions).
 New York (N. Y.) *Iron Age*.
 Philadelphia (Pa.) *Carriage Monthly*.
 Grand Rapids (Mich.) *Furniture Record*.
 Chicago (Ill.) *Apparel Gazette*.
 New York (N. Y.) *Cranend's Cloak Journal*.
 Baltimore (Md.) *Manufacturers' Record*.
 St. Louis (Mo.) *National Druggist*.
 Chattanooga (Tenn.) *Tradesman*.
 Philadelphia (Pa.) *Confectioners' Journal*.
 Fort Atkinson (Wis.) *Hoard's Dairyman*.
 New York (N. Y.) *Machinery*.
 Madison (Wis.) *American Thresherman*.
 Minneapolis (Minn.) *Northwestern Miller*.
 New York (N. Y.) *Record and Guide*.
 New York (N. Y.) *American Machinist*.

From the list here published three omissions are now decided upon as follows: First, the *Book-keeper* of Detroit because it never was entitled to any consideration in this connection. Second, *Good Advertising* of New York for reasons given by the manager in a communication printed in these columns recently. Third, *PRINTERS' INK* because the Little Schoolmaster is too modest to permit himself to be a candidate.

ABLE advertising is always an expression of a strong individuality, and this individuality is not only evident in each separate ad, but in the whole tenor of a campaign. Sapolio's publicity differs from that of Ivory Soap, Cascarets from Omega Oil, and practically all great advertising is so distinct that it would suffer by imitation of any other advertiser's methods or style.

IN DENMARK.

By Charles C. Schnatterbeck.

A country with a population less than that of Greater New York may seem on casual observation to be of minor importance in the commercial world. Yet, notwithstanding its comparatively small number of inhabitants, Denmark is becoming yearly a more desirable customer for our manufacturers. In fact, our exports to that country have grown so rapidly of late that both Germany and Great Britain, which furnish a considerable amount of the goods imported by Denmark, are finding the Americans most aggressive competitors. That the Danish people encourage our trade is best shown perhaps by the statement that in the past year they have taken fully \$20,000,000 worth of our goods for consumption. Not only are our exports of foodstuffs large, but we are also doing a lucrative business in petroleum and manufactured iron and steel, and in recent years our bicycle makers have entered the field with good results. To introduce American goods in Denmark much advertising is being done, especially in the better class press. The trade publications when managed in a businesslike manner are printed on good paper in readable type, and present a neat and clean appearance. The advertisements show good taste in their make-up, the illustrations used are clean, and seldom are the cards overcrowded with reading matter, the custom being to use as few words as possible in describing goods. Where there are cards of several competitive manufacturers on the same page each strives to make his advertisement the most attractive, not by increasing the space, but by ornamenting his card with a fancy border. The result is that we see in the advertising pages of leading periodicals cards with variously shaped borders, some scalloped, others with stars and dots, while some are plain thick black borders. Consequently the advertising pages are picturesque and rather pleasing to the eye, though they lack uniformity. And

strange as it may seem, there are comparatively few advertisers who take more than a half page in any publication, no matter what its prestige in the community. On the other hand, however, a certain class of advertisers have established the custom of placing two or more cards in the same paper, of course, publishing them on different pages, usually one in front and one in the back pages.

Among the largest advertisers in Denmark to-day are the manufacturers of machinery and supplies. There are also a number of patent attorneys and agencies advertising for clients. In most cases the foreign advertisers have their headquarters in Copenhagen. It may also be stated that there are several leading selling agencies for foreign goods who control the Scandinavian territory in addition to their Danish trade.

In the machinery line the makers of electric apparatus are classified among the widest advertisers. Probably the most important in this direction is the firm of Siemens & Halske, who use customarily a quarter page card in the leading trade papers. Another extensive advertiser is Axel Malmqvist, of Copenhagen, who acts as representative for machinery manufacturers. American machine tools are assiduously propagated by Emil Henius, who has the selling agency of several manufacturers, and has his headquarters in Copenhagen. Worthington pumps, which are very extensively advertised throughout Europe, are sold by H. Hassel at Copenhagen, who is the Scandinavian representative of the company.

Next in importance are the engine builders, notably the gas and gasoline. In this category are numerous firms who are doing a big business among the Danes owing to persistent advertising. Thus the "Foos" gas engine, which is made in America, is being sold and extensively advertised by William O. Jense, of Copenhagen. Then there is the "Otto" gas engine, which is handled by different concerns who also sell other goods. Those who make a specialty of handling the "Otto" en-

gine are T. R. English and J. G. A. Eickhoff, both of Copenhagen. It may also be interesting to know that the Schultz Belting Company, which is doing so much advertising in America, is being effectively pushed in Denmark by Wilhelm Sonesson & Co., of Copenhagen. There are also a number of others who deal in and advertise foreign made engines and machinery for transmitting power.

On the whole Denmark seems a promising field for the American manufacturer who advertises.

IT SOUNDS RUSSIAN.

The postmaster-general has made a ruling concerning printed matter admissible to the mails at one cent a pound, that excludes from the second-class list all publications the subscriptions to which are not founded on their value as news or literary journals, and which by the general use of premiums or other considerations in the form of chances to win prizes, etc., to induce subscriptions, in effect circulate at apparently nominal rate. The *Argonaut* does not believe that there should be any close upon the circulation of decent and honest printed matter, particularly when it is literary matter. We do not know whether the matter circulated as "printed books regularly issued" is decent and honest, but we know that much of it is not literary matter. Still, this seems to us to be an open question, and not one on which snap judgment should be taken. Congress has continually refused to pass upon the matter. So with the question of premium publications. Congress continually refused to pass upon that.

The postoffice department is hostile to these two classes of publications, and has repeatedly endeavored to secure action by Congress and has repeatedly failed. When Postmaster-General Smith was in San Francisco two months ago, he made a speech to the postoffice employees in which he said, in substance: "We have failed through the ordinary (probably meaning executive, legislative and judicial) means to secure reform. We now propose to try administrative methods." This struck us at the time as being a little peculiar. We knew there are executive, legislative and judicial methods in the United States, but we did not know before that there are "administrative" methods. This smacks of oligarchy. This sounds Russian rather than American.—*San Francisco Argonaut.*

MIDDLE COURSE RECOMMENDED.

It's very well to stick to one style, but not well to stick to one wording. On the other hand, it is inadvisable to change too often. The "old, old story" in advertising palls on one, whilst the "ever new" fails to make any lasting impression. Take the middle course.—*Advertisers' Review.*

NEW YORK VS. CHICAGO.

The New York newspapers—those that are in any physical sense great—are concerned about what they wish to say more than about how they say it. If they have something to say—and they always do—that they wish considered, they bawl it out with little regard for the tone of voice their type assumes or for the language employed. They are careless about typography, and about grammar and rhetoric. They get wild-eyed, tousled-haired, disheveled; but they drill their plaint into one consciousness remorselessly. It is otherwise with the Chicago newspapers. They look to their apparel; they use the mirror, and adjust themselves carefully. If one resorts to scare heads more than a column wide, readers (the real Chicago readers) turn from it in some distress, if not with some distrust. Habitual trifling with the sleek and trim typography that was evolved and refined by "Jim" Scott, when he printed the *Herald* on a long battery of slow presses because he feared the fast presses would blur some letters, is regarded as a certain indication of weakness or depravity. Mr. Hearst's ballet typography, let loose in his *American*, is furtively dreaded and openly condemned. Its only real devotees are the Chicagoans recently divorced from New York and they unconsciously call the sheet "the Journal" half the time. When you hear a man in Chicago speak of "the Journal," you must ask him if he is from New York; if he is, he means the *American*.—George French, in *American Printer*.

NEWSPAPER PICTURES.

Just what some readers are getting in the way of pictures is well shown in certain classes of daily papers being printed this week. On the table are four concurrent publications with illustrations of the same scene at the same hour in the same criminal trial now going on in a neighboring State. No one of them has the slightest resemblance to the other, except in the fact that one of the figures in the case wears shades over his eyes. The principal female figure has a different dress in each journal; she wears hats that are not related to one another, and her four faces do not appear to belong to the same family; much less to the same individual.—*Philadelphia (Pa.) Times.*

ILLUSTRATED EXTRACT FROM TESTIMONIAL.



AMID CHINESE WARFARE.

By Charles C. Schnatterbeck.

Singular as it may seem, it is nevertheless true that notwithstanding the international complications in the Chinese Empire and the consequent growing dislike for anything foreign by a certain class of natives, there are still many reputable American and British firms persistently advertising for Chinese trade. In the principal provinces and important cities of the Flowery Kingdom the foreign advertiser is most prominent; and though his business cards are frequently large in the leading local papers it is seldom that he takes a half or full page space in any of them. The style of make-up in these cards is changed but little, nor are the illustrations used varied as often as the advertisers are accustomed to doing in their own country. Consequently, the foreign ads assume a "stereotyped" appearance. Seldom, however, do we see these cards "off their feet," nor is the type worn. Moreover, this policy seems to be in accord with the Chinese custom.

As regards advertisers' "write-ups" and paid reading notices in the trade press, it may be said that such practice is not as general as in our own country. That the Chinese editor is, nevertheless, ready at all times to further the interests of advertisers is proven by the amount of space he devotes in the reading pages to company reports, etc.

In contrast to trade press advertising is the billposter habit. In order to make the posters more attractive and intelligible to the native they are usually set in Chinese characters. When illustrated they are sometimes humorous and grotesque. Thus a brewer wishing to effectively impress the public with the purity of his beer is displaying a life-sized colored picture of a tattered inebrate. This poster may be found on the walls of localities where the brewer thinks it will best appeal to the inhabitant.

Another effective way of advertising in China, and one which is mostly indulged in by insurance and similar companies, is the dis-

tribution of calendar blotting pads or books with a scribbling diary attached. These unique calendars are found to be more beneficial than those which may be hung up which are so common in America. Of course, business men also circularize, but this is only done to a moderate extent, excepting by the energetic insurance companies, who have a very large mail.

In this connection it may be noted that since the difficulties in China began many of the foreign advertisers have transferred their offices to headquarters, where the orders are filled. Yet there are some large concerns that do a big business through agencies in China who handle their goods.

Among the largest foreign advertisers to-day are the manufacturers of proprietary articles. In this category may be mentioned the Potter Corporation, of Boston, Mass., which is assiduously advertising its "Cuticura" soap. In competition with this American firm are the English makers of "Lanoline" soap and "Viniolia" soap. The manufacturers of "Viniolia" widely advertise the fact that buyers of their soap will be entitled to a share in their £10,000 war fund which was established for the widows and orphans of the soldiers engaged in the present Chinese war. In addition to these firms the hair restorer people are not wanting in enterprise, and among the most important advertisers are the Edwards Harlene Company, of London. In the "specialty" list are included Mel-lin's Food, which is extensively advertised in competition with Allenbury's Infant Food, the latter made by Allen & Hanbury, of London. "Sparklets," which is so widely propagated in America, is being pushed energetically in China by good-sized advertisements. In the patent medicine section are Holloway's Pills and Ointment. This is often advertised by a short reading notice in the bottom corners of the editorial pages of leading periodicals. Other large advertisers are the Lincoln and Midland Counties Drug Company, of Lincoln, England, manufacturers of Clark's Blood Mix-

ture, and J. T. Davenport, of London, maker of Dr. J. Collis Brown's Chlorodyne and other medicinal preparations. Last but not least for their aggressive advertising policy are the insurance companies, led by the New York and Equitable Life concerns.

DO THE YELLOWS EDUCATE?

Whilst everybody, pretty nearly, is making dolorous moan over the pernicious, if popular, methods of the so-called yellow press of the country—one writer in a prominent printing trade journal even says the Chicagoans, of all folk, view the invasion of Hearst with alarm and horror—there are to be found men, here and there, who believe the yellows have a mission all their own, and are effecting that mission with singular speed and precision. As this class of thinkers see it, and their vision is not narrow or purblind, the whole movement of the yellow press nowadays is away from mere sensationalism and toward education—the education of the classes reached by no ordinary means. To cite specific instances, the *New York Journal*, a paper that has come to be recognized as the best type of the yellow newspaper in that it does its own thinking, and does not simply cater to the imagined wants of the populace, is producing weekly the best book review supplement of any periodical in America. On the face of things, one would presume a mind saturated with the yellowistic school of thought to require no pabulum which lacked the hue and spice of that school's traditional methods; and yet the *Journal* book review is read eagerly, its analyses themselves shrewdly analyzed by the reader, and its assertions on things literary often challenged and always keenly dissected and carefully weighed.

What ails our judgment of these papers most is the superficial view we take of them. They have revolutionized journalism; they have driven many of the sedate and decorous newspapers to the inner wall and over it; and there are few of us ready to like them for doing it. But if they are educating their readers, they are doing a work it would be very hard to do as well by the sedate method; and that this is their present purpose, when one looks beneath the surface and beyond the semblance of them, must perhaps be granted as a solid and commendable fact.—*Newspaperdom*.

WHY HE WONDERS.

I often wonder why, when it is so plain that advertising brings wealth, that more are not engaged in it, and I wonder, too, that it being so successfully employed in persuading people to certain courses of action, it is not employed in matters that have no concern with profit, but that are solely for the public good.—*Ligonier (Pa.) Echo*.

PERHAPS your dull season might be sharper if you would "hone" it up with the advertising strop.—*Ad-Sense*.

ADVERTISING AND LITERATURE.

While there is always a dispute a-going among scholars and critics as to what is really "literature," there is seldom any disagreement as to what is not. "Literature" comes from the old Latin "literatura," meaning "scholarship," and is very high, and holy, and unmistakable thing. The Book of Job might be likened to a priceless old wine, laid down centuries ago, while the last historico-romantico novel is the bread that was baked this morning. The bread is perishable, and must be eaten to-day if at all, but the old wine will be good ten centuries hence.

Following the same metaphor, advertisements may be likened to pancakes, for they are not only more perishable than the historico-romantico bread, but must be eaten warm. Literature deals with facts that concern all time, advertisements deal with facts that concern the present twenty-four hours; literature is a record of human knowledge, advertisements really record nothing and have little to do with human knowledge—save knowledge of humans; literature needs imagination, advertisements often suffer by it; literature needs polished thought and pen-skill, advertisements need prices and can be written in any ungrammatical lingo that is intelligible to the man who digs ditches or the mother of a family of fifteen; literature can deal with anything in the universe, while advertisements deal with but one of its lesser phases—the selling of goods. Literature and old wine are for the appreciative few, advertisements and pancakes are for the vast many. An advertisement written by William Shakespeare might have all of his great style and construction, yet it would be nothing but an advertisement, for it would necessarily be limited in scope.

J. H. C.



AN OUTDOOR BUSINESS DISPLAY SEEN AT FREQUENT INTERVALS ON WEST STREET TELEGRAPH POLES.

THE MAIL ORDER PAPER.

The mail order is indigenous to the State of Maine, the Island of Manhattan, the City of Chicago, and other variously agricultural districts. It is seldom seen in the cities, but an obliging Federal Government delivers some million tons of copies annually to the small postoffices over the country.

Mail order papers resemble the coons, so justly celebrated, in the fact that they all look alike, but some of them look a little more alike than others.

They are printed on a more or less poor grade of paper.

They are four columns wide and about fourteen inches long.

They are about the size and shape of the *Ladies' Home Journal*, which respectable and highly moral publication is the outgrowth of a mail order sheet which was operated by Mr. Curtis long before backcover pages sold for four thousand dollars per.

The successful mail order paper consists of one-fifth more or less thrilling reading matter and four-fifths advertising, which runs from strict reliability and honesty down to green goods and things which are "sent securely sealed."

The less successful mail order paper contains a greater percentage of reading matter and a smaller percentage of advertising.

The mail order paper is an institution of itself. The rules of ordinary publishing do not apply.

The mail order advertiser is unique. To be successful he must have ability of a very marked kind.

I am inclined to think that he knows more about advertising—real advertising that sells goods—than the majority of his more pretentious co-laborers.

I have just examined an estimate for a line of advertising necessitating the expenditure of one hundred thousand dollars in the mail order papers of the country. On the list there are thirty-five papers, and their names, circulations and reputed net cost to the advertising agents are as follows:

Boyce's Monthly, Chicago, Ill. 750,000 \$2.10
American Women, Augusta, Me. 1,000,000 3.23

Comfort, Augusta, Me.	1,250,000	3.40
Conkey's Home Journal, Chicago,	95,000	.42½
Mail Order Monthly, St. Paul,	300,000	.85
Columbian, Boston, Woman's Home Journal, Boston, Mass., ...	560,000	1.60
Goodwoman, N. Y., Good Literature, New York,	420,000	1.27½
People's Home J'nal, N. Y., ...	650,000	1.71
Hearthstone, N. Y., ...	625,000	1.80½
Home M'tly, Boston, ...	400,000	1.27½
Home Queen, Waterville, Me., ...	300,000	1.01
Lane's List, Augusta: Sunshine, Family Herald, Golden Moments, Literary Companion, National Farmer, ...	715,000	2.23
Metropolitan and Rural Home, New York, ...	520,000	1.70
Paragon, New York, ...	400,000	1.27½
Sawyer's Trio, Waterville, Me.: American Nation, Home Treasury, Fireside Gem, ...	1,100,000	3.23
Star Monthly, Oak Park, Ill., ...	100,000	.40¼
Vicker & Hill's List, Augusta, Me.: Fireside Visitor, Hearth and Home, Happy Hours, Good Stories, ...	1,500,000	4.85
Winner Magazine, St. Louis, ...	500,000	1.50
Nichols Monthly, Chicago, ...	400,000	1.20
Family Circle, Minneapolis, ...	50,000	.38
Home Courier, Cincinnati, ...	150,000	.42½
Home Cheer, Brooklyn, N. Y., ...	100,000	.30
Sc'sess, Westbrook, Me., ...	100,000	.30
Missouri Valley Farmer, Kansas City, ...	100,000	.34
Homefolks, Chicago, ...	50,000	.15
Modern Priscilla, Bost., ...	50,000	.25
	12,300,000	37.21¼

This is by no means a complete list of papers that might be regarded as mail order sheets, but it is a representative list, and I believe includes all of the important papers in this class.

I am assured that the rates quoted are the lowest rates that these papers make, even on very large contracts. This assurance is one that does not necessarily preclude the possibility of a reasonable doubt, either in my own mind, or that of my readers.

I have a more or less well-defined feeling that there may be considerable elasticity in some of these rates. That, however, is by the way, and for the purpose of a

purely theoretical, and perhaps useless, speculation we may accept the figures as definite.

We have in these papers a circulation of twelve million three hundred thousand copies, which, counting, in the good old-fashioned way, five persons to a family, would seem to indicate the existence of more than sixty millions of readers for them.

As there are, at the most sanguine calculation, not over eighty millions of people in this country, it is fair to suppose that there is either a very great duplication of circulation among these papers, or that some of their publishers are unduly optimistic in their circulation statements.

As all the mail order publishers I have ever talked to are particularly strenuous about the accuracy of their circulation figures, perhaps we had better say that there is considerable duplication.

However, here is twelve million circulation which can be bought for \$37.21 $\frac{1}{4}$ per line.

My chief mathematician assures me that this represents a cost of five-sixteenths of a cent per line per thousand circulation. Thus the rate would seem to be considerably higher than that for good daily newspaper space, but it is probably unfair to compare the two, because entirely distinct.

The mail order paper circulates in rural communities and in very small towns. In many places it is the only paper, aside from an agricultural paper and possibly the local weekly, that is ever received. In many cases we might even eliminate the agricultural paper, and in some it is safe to say that the mail order paper is the only sheet that ever gets into the house.

The *Metropolitan and Rural Home*, published in New York, is a very good representative of the entire class of papers under consideration. It consists of thirty-two pages, is printed perhaps a little bit better than the average country weekly, and contains reading matter very well calculated to interest those who have no other reading matter.

There are departments devoted to poultry, agriculture, horticul-

ture, stock-raising and stock-doctoring. There are reprint articles, or parts of articles, from leading agricultural and other papers, and last but not by any means least, there are stories of love and adventure. Some of these stories are by well-known writers, and make successful pretension to real literary merit. Others are by unknown people, whose acquaintance with philology, grammar and other essentials of successful word-weaving has been very slight.

The gentlemen who operate what they are pleased to call "high-class" publications appeal to a very small and very artificial audience. They delude themselves with the idea that they are reaching the great, broad American people, when, as a matter of fact, they are reaching a little band of pseudo-superior and rather priggish beings, who represent the American people just about as much as Boston Common represents America.

The mail order publisher and the yellow journal publisher understand their audience. They do not fire over its head, and they do not talk down to it. They talk a language that the audience understands.

And so does the mail order advertiser.

There is only one man who is anywhere near as able to judge of the real effect of his advertising as is the mail order man, and he is the department store man.

The department store places its offerings in the morning paper, and by the time the doors are open and the covers taken off the counters people are in to buy.

The department store man can, if he chooses, tell with a very satisfactory degree of accuracy just what advertising and just which papers pay, and just which do not.

He doesn't, however, come in personal contact with his customers, and that is where the mail order man is one ahead of him.

The customer of the mail order man clears a space on the kitchen table, hunts up the pen and ink bottle, and by a great mental and physical effort writes the order, and many times incidentally gives

a condensed history of the whole family, with some information about Sister Eliza's cousin Sue, who married and went to Kansas.

In this way the mail order man is able to study the real thing. He is able to tell after a while exactly what phrases in his ads are attractive to his readers. He knows beyond peradventure which publications pay him better. If he continues in business it is positive proof that his advertising is bringing results. Otherwise he would have to quit, for the philanthropists who run the mail order papers limit their generosity to their subscription offers, and the cold-blooded way in which they get cash in advance for their space is most beautiful to behold.

The mail order man must get returns, or he must stop advertising, and if he continues to advertise time after time in the same publication, you may chalk it up in large red letters that that publication is bringing him profits.

It strikes me that that comes pretty near being the real thing in advertising.

There is no discussion among mail order men on the question: "Does advertising pay?" With them advertising has long since moved out of the world of chance, and while the general advertiser is putting his thousands of dollars into advertising which he hopes and prays may in some mysterious way bring some results, the mail order man puts his money into the mail order paper with the same confidence that he would put it into a savings bank—and with considerably more enthusiasm, because, while the bank pays three per cent a year, the mail order advertisement may pay a thousand per cent a minute.

Two representative successes in what may be called—for the sake of classification—legitimate mail order advertising are Montgomery Ward & Co. and Sears, Roebuck & Co., of Chicago. The former is the older house. It has been established for twenty-nine years.

The house of Sears, Roebuck & Co. is, I believe, about five or six years old, and a bald-headed, be-spectacled young man from Chi-

cago, in whose word I have much confidence, assures me that the Sears-Roebuck business is bowling along at the rate of twenty millions of dollars a year.

Twenty millions of dollars represents quite some business.

I hope that John Wanamaker with his two great stores does as much.

These two houses are practically department stores, but they sell, by mail only, everything from sewing machine oil to threshing machines; everything from a paper of pins to a grand piano. And everything is sold with the guarantee that it will be satisfactory.

On the other hand, there is the mail order advertiser who is more or less a fakir—considerably more than less. He is the man who advertises, "Seventy-five dollars a week easily made at home;" who offers to send, free, a set of parlor furniture, and who publishes misleading announcements addressed to "ladies."

Also, the alleged doctor who addresses his ads to "Weak Men," and the philanthropic music dealers of Marshall, Mich., occupy considerable space.

There are "matrimonial" ads, ads of "mustache invigorators," "love packages," "horoscopes" and "solid gold-plated, solitaire diamond rings" free.

The ads are full of trash. Much of it is dishonest trash, but I doubt if very many people are really very badly deceived by it, and if they are, perhaps that is the thing which coincides exactly with their desires.

We who have learned how to cross the street without falling under the cable cars, and who have been initiated into the mysteries of lobster à la Newburg and the soul-soothing six o'clock Martinez cocktail, are wont to scoff and jibe at the countryman who knows not these things, and yet, do we not spend our hard-earned money for sawdust sandwiches and unsurpassing coffee in the "Hallelujah hash foundries"? And do we not make even worse investments in the gilded and hyphenated robbers' nests uptown?

If we lived in the woods, we

would probably welcome with enthusiasm the exciting opportunities and the games of chance offered by the mail order publication, and would send our fifty cents for a sure receipt for getting rich, and go to the postoffice daily until we got our little printed slip which said, "Work like hell and don't spend a cent." Or we might send our dollar for "a book that every sporting man should read, sent securely sealed," and it would not be much of a joke on us when we received a paper-bound copy of the New Testament, because we went into it as a gamble, anyway, and maybe we should read the book.—*Current Advertising, New York.*

THE ART OF SOLICITING.

The art of successful solicitation is in studying your man. There is positively no set rule or standard of how to approach the buyer of space nor can you treat them all alike. A good solicitor in the first place will dress modestly but with proper regard for appearance. The writer has been approached by some so-called solicitors, whose very attire and appearance prompted him to say as soon as they entered the door: "Well, sir, what do you want?" or "State your business," whilst again let a man approach you whose very appearance means respect and dignity and you cannot help but ask that man to sit down. He is immediately on a level with you and you naturally treat him accordingly. You may not realize it, but just take notice of the next man you meet and see if you don't unconsciously survey his head and feet, therefore I would not go astray in stating that the man who gives a repulsive impression requires twice the effort and twice the time to do business as he would had the impression been good.

Another secret of successful solicitation is to know your business. If not, stay at home. You want to be thoroughly conversant in your line, posted on every point and ready for every argument. A solicitor once told me that if he could get his prospective customer into asking him a question or two he got him interested, and then another trick of a solicitor on being encouraged turned around and asked a prospective customer one or two questions which must bring a reply, just so that he could get a chance to get in a favorable argument, but, again, the good solicitor knows how far to go. There is such a thing as tiring your man, being either impertinent or too persuasive or you linger too long.—*Frank Roswell Fuller, in Ad-School.*

MORE EASILY SAID THAN DONE.

Write your ads as though you yourself were the person to be won by the argument. Put yourself in the reader's place.—*Publicity, New York.*

ADS IN PACKAGES.

Every time a package goes out of your store which does not contain some advertising matter, you are losing an opportunity to make your store the store of the town.

Each package you send out is proof that a sale has been made. Every sale is supposedly of goods that are going to give the customer full value, and are going to give satisfaction. This will create a favorable impression. Every sale proves that some person has shown a disposition to trade with you. Now this disposition is either great or small. In either case it can be made greater. And one of the most effective methods to bring about this desired effect is to place advertising matter in the packages you send out.

Every woman who buys goods at your store only needs the reminder that you have something else of interest to her to bring her to your store again. If she has bought a pair of Oxford ties, for instance, use advertising matter telling of the New York fad of wearing beautiful hose. You can suggest to her that you have a large assortment of just such hose as New York women are going crazy over, and at the right prices. Tell her that you are going to let her have first choice, before putting them on regular sale, and thus give her the opportunity of selecting from a complete stock. This in recognition of her trading with you. When she has bought the hose, other articles of dress can be advertised in that package. So every department in your store can get its share of publicity at a nominal cost.—*Good Advertising.*

THE WHOLE FIRMAMENT.

The newspaper is the sun of advertising, and the magazine is the moon. Billboards, bulletins, programmes, novelties, etc., stand for the stars and planets.



"AIMS TO REACH THE FARMERS."

TRADES DOCTORED.

It is the newest of all up-to-date callings—the profession of saving other people's businesses from ruin. The earliest started of the half dozen establishments of this kind—the Phoenix—is three years old, and is controlled by Mr. R. Bessemer-Roberts. We physic trades (said Mr. Roberts), and we undertake to pull any business through that is not absolutely at death's door—sometimes even then. If an old business is declining, or a new one on the road to the bankruptcy court, it needs diagnosing and treating just like a human patient. I and my staff have been called in to doctor sixty-two cases this half year, and we've only lost four of them. I have five expert specialists to trade diseases, and I pay out £45 a week in wages.

For instance, there's a big grocery firm—all business is quite confidential—in North London. It used to pay twenty-two per cent, but its strength declined. Now, there is always a speck—a germ—of disease in an ailing business which its owners can hardly ever find out. Find that speck, cure it, and the patient recovers. That's my trade. I attended to this one personally, with one assistant, and at the end of a week found the two tiny causes which were killing the business. One was that the errand boys—there were five of them—perpetually tampered with the packages they delivered; and the other that one of the shop assistants had a grudge against the firm, and covertly but effectively retarded business all he could. You may think that absurd; but the owners—men every bit as shrewd as I—would never have spotted those simple faults; yet these little causes put the establishment on the downhill road. There was a third cause—the commonest of all—badly arranged "window shows." Result— takings reduced by three-fifths; for, note this, the public never goes and complains nowadays. It goes to the nearest competitor if dissatisfied.

I remedied these faults, put in a trained salesman of my own,

and an expert shop-window dresser. In two months that business was paying three per cent better than it ever had, instead of fourteen per cent worse; and my fee was under £200.

Here's the idea room—fifteen volumes of photographs of shop-window shows, and an open offer of £1 to £10 to all my assistants for new ideas. There are also ten volumes of medical records, comprising every business illness I've come across, and its cause. Four men run this department—two of them are a kind of special detective necessary to this profession for spotting clever frauds in ailing trades; the other two are the smartest of trained advertisers, and, with their help, and one specially trained "traveler," I have picked businesses out of the very jaws of ruin.

Among the worst trade diseases are campaigns of slander started by rivals. For instance, a great firm of whisky distillers found their business dropping terribly—so much that they called me in to save their trade from an absolute smash. It took me and my detectives two weeks of the most complicated work to get at the disease that was killing the firm, and, finally, we brought it home to a new rival firm, with a lot of money behind it, which covertly spread over the three kingdoms a report that my patient's whisky was adulterated with poisonous chemicals. So secretly was this done that no case at law could be made out; I had to devise a way of fighting the slander. It was an expensive medicine, for it had to be administered as secretly as the disease was. It cost my whisky firm £3,000, beside my fees. Private agents all over the country demonstrated the genuineness of the slandered goods.

Here's another old ailment. A very prosperous sweetstuff warehouse found its turnover running down like mercury before a storm. Good business men as the proprietors were, they couldn't put a name to the cause. So it's "call in the doctor"—always as a last resource, mind you, though. Though I've no better a business

head than they, my long study of trade-fevers shows me the malady. My assistants, to begin with, find out by tactful inquiries that children who get the sweetstuff complain of a tight feeling in the forehead after eating the candies, while other people's sweets, not so popular, do not inflict pain. A course of detection brings home a conviction of using harmful dyes to a contractor who supplies the sweetmakers with coloring matter. That's put right at once. Then, to set the ailing trade on its legs again, a series of brand-new window attractions follow, a smart advertising dodge is administered as a final tonic, and in roll the profits, sounder than ever.

One of the hardest cases I ever cured was a vastly prosperous patent medicine firm, which began suddenly to slide downhill at an alarming rate. If these ailing trades would only call the doctor in early—there are six of us in Britain to choose from—they would save great expense; but they wait till death is nearly at hand. This was a very hard disease to spot. The medicine was genuine, the employees were smart and honest, advertising dodges all bright and new. I racked my brain over the thing, and spent a lot of money; but it took a month to unearth the simple fact that the proprietors had offended the public by too much advertising. They planted great staring signboards in beautiful country scenery; the name of the medicine stared you in the face everywhere—cliff-faces and charming waterfalls were plastered with ten-foot letters about the "cure-all." Result—a silent boycott of the medicine, without agitation; and people bought rival cures, rather than encourage the nuisance. I stopped the mischief, started an antidote of small but better class ads, and up flew the dividends again. It cost that company £500—my biggest fee—and they thought it cheap at the price.—*Answers.*

POSTAL CARDS.

Postal cards are almost sure to be looked at and read when a folded-up circular would be thrown away.—*Shoe and Leather Facts.*

SECOND CLASS MATTER.

"The old judge was one of the kindest of men," said an attorney of New Orleans, speaking of a distinguished member of the local bar, now dead, "but his temper was as warm as his heart, and when momentarily exasperated he had a tongue like a razor. When I was studying law in his office we had a copying clerk who was known about the place as 'the late Peter Jones'—a sobriquet he acquired by being always behind time. One day a wire basket fell off the top of his desk and grazed his cheek, making a slight scratch several inches long. Being very busy at the moment, and wishing to protect the abrasion from the air until he could get some court plaster and went on with his work. A little later he had some papers to take to the United States court, and forgetting all about his peculiar decoration, he put on his hat and sallied out. He must have created a sensation on the street, but, as usual, his mind was elsewhere, and when he returned in half an hour or so he was still in blissful ignorance of his Madri Gras aspect. The three stamps happened to all be of different colors, and he looked like an Apache chief made up for a ghost dance. As he entered the office the judge raised his head and fixed him with an astonished stare. Poor Jones quailed under his eye. 'Anything—er—wrong, sir?' he inquired tremulously, when the silent scrutiny became unendurable. 'Yes, sir!' thundered the old gentleman, 'you are carrying too much postage for second-class matter.'"
—*New Orleans (La.) Times-Democrat.*

WHERE THE LACK COMES IN.
Thousands of dollars' worth of sales are probably lost every month simply for the lack of a few well-written, diplomatic, insinuating form letters to send to inquirers.—*Shoe and Leather Facts.*

WHAT PUBLISHERS ASSERT.



"IN THE HEART OF A LIVE COMMUNITY."

IN EUROPE.

From the book, "The Improvement of Cities and Towns," by Charles Mulford Robinson (G. P. Putnam's Sons, N. Y.), PRINTERS' INK takes the following paragraphs in regard to the European limit of hoardings, signs, etc.:

Edinburgh has had for some years a by-law prohibiting sky-signs—advertisements whose letters, standing clear of the structure's top, show against the sky. To this has been added in 1890 an act which makes, the local Cockburn Association proudly claims, Edinburgh a pioneer in the official regulation of general advertisements. It gives to the corporation, as representatives of the community, the right to say where advertisements may be placed, and hence to prevent their erection where they could injure the attractiveness of the city. It confers no power of censorship over particular signs, the common law being depended upon to check advertisements of improper character. Glasgow, at a sacrifice of £4,000 a year, determined that the municipal trams should not be disfigured by advertising, and this rule has been adopted by Liverpool, Hull, Sheffield and other towns. In Manchester, among various cities, all hoardings belonging to the improvement committee are, by order of the council, kept free from advertisements, and architects have followed this example in making a like requirement of their contractors.

In the little Dutch city of Leiden the municipality itself manages the public advertising, and so frees the picturesque, canal-cut streets from unkempt hoardings. The city erects at the principal corners and by the canal bridges boards of neat and attractive design for public notices. A projecting top prevents the rain from tearing or washing away the bills, the boards are surmounted by ornamental woodwork, and the advertising is thus not only kept in bounds but is made almost artistic. Of like purpose, and better known, are the familiar kiosks of Paris, and the city-owned pillars

of theatrical bills. In Paris vigorous agitation has lately arisen against the defacement of building-fronts by hugely lettered signs, and there are ordinances which prohibit the attachment of notices to any tree or to the municipal lighting apparatus.

In Rome the municipal and government acts are posted on marble tablets owned by the government and reserved for this use. Private announcements are on billboards, of regulated size and form, which can be erected only on permission from the property owner and from the city.

The London law's assumption that billboards should be subject to taxes, like other rentable property, suggests the feasibility of regulating advertisements by a tax graduated according to the superficial area of the sign. And this offers a new source of municipal income. In Europe a tax on advertisements or hoardings is by no means uncommon. In France the law, as long ago as 1852, imposed a fee for all painted signs in public places; and the person wishing to put up such a sign has, in his request for the permission, to make a declaration giving full intelligence regarding it, including even the text of the sign. In Germany, also, the special advertising boards and columns are rendered a source of income. The city lets the rights to exact them, after determining and stating the charge that may be made for all advertisements so posted; the requirements of Berlin affording an interesting and suggestive example. Here the contractor's columns must be of the regulated size and model; there must be one for each city district, and on the upper edge of each column there must be given in easily readable form (a) the number of the city district; (b) the number of the police station therein; (c) the location of the nearest postal and telegraph office; (d) that of the nearest fire alarm; (e) that of the nearest ambulance station, and the directions for obtaining free carriages for transporting persons suffering from infectious diseases. The contractor must keep the col-

umns in a condition satisfactory to the royal police presidency and to the magistrate; but they should be esteemed the property of the city, even though the contractor has erected them. If they have to be removed, he must remove them.

Among the designs and the executed advertisements which secured prizes in those early competitions appropriateness was a noticeable feature. The drawing for a sign, since executed, to advertise a store where Egyptian cigarettes were sold, was Egyptian in its character. Window gardens surmounted the sign of the ale-house "A la Rose"; a kid was one of the devices in the wrought-iron sign of a store where gloves were on sale; and the sign over the door of a china shop was a relief in pottery.

The rebus signs, in which pictures and figures are the substitutes for words, have well-nigh passed. They linger, with us, in the golden balls of the pawnbroker, in the barber's pole, in the glover's hand, in the cigar seller's wooden Indian—which is becoming almost as rare as its human prototype. Surely when we turn to civic art the rebus sign might be well revived. It adds to the picturesqueness of the public way, it invites the talent of artists, and it stimulates the imagination and curiosity of those who love to study the aspects of a town.

The reforms in advertising from an artistic standpoint were not complete if no account were taken of the progress in poster making. A French writer has asked if there is anything more violently imprudent and modern than the poster of the highway. But the Greeks and Romans, and even the Assyrians and Egyptians, made use of the publicity of the streets for their announcements, and in France itself the propositions of the Sorbonne were placarded some three centuries ago. The poster, innocent of bashfulness in presenting its impudent message on the urban thoroughfare, may probably be counted upon, then, as a device not very modern nor likely to be short-lived, and we may be thank-

ful if it learns to make its message beautiful and to deliver it with grace. That there has been advance along these lines is too obvious to need recital.

The poster brings color to city streets, and reveals another phase of the subject. In the cities of Renaissance Italy the gray wall of many an old palace was brightened by its owner's escutcheon. Heraldry plays yet a decorative part on modern streets, where the arms of royalty blaze in heavy gilt over the shops that have catered to a reigning house. We ought to find a suggestion here. In a republic there may be scant regard for the crest of an individual, but why should not the trade-mark be made artistic, be colored, and emblazoned on walls as proudly, in an age of industry, as were prowess and birth in chivalric days?

THE SMALL ADS.

A large space ad with all kinds of matter packed into it is a strong agent for any business. It conquers custom through sheer bulk, if nothing else. Yet there may be much important matter in the big ad so stuffed in that most readers will pass over without seeing it. A small ad, properly worded and displayed and fittingly illustrated, can not be passed over. If the small ad is handled skillfully no one who glances at the page can escape seeing it. If it is composed cleverly a single glance will suffice to fix every detail in the mind's eye. Bishop Potter says this is a vaudeville age. We want short stories, short variety sketches, quick lunch-coupons—anything to save time. It certainly is true that the right kind of small ads are the most effective proportionately.—*Returns.*

CATCH-LINE OF WELL-KNOWN AD ILLUSTRATED. PEARLINE



"MILLIONS USE IT."

THE TRADE IN NAMES.
WEEDING-OUT PROCESS BY WHICH
 THE LISTS RISE IN VALUE.

In the average farmhouse mail there is always an abundant grist of circulars and prospectuses ranging all the way from green goods to patent medicines. This literature is of a sort that never comes to urban people; it is designed for bucolic consideration only, and the collection of the names of the farmers to send it to is an art.

The simplest form of the advertisement for the names is the announcement that the advertiser is about to issue a new and enlarged edition of his agents' directory, and that for ten cents any name and address will be registered, whereupon "you will receive much valuable and important reading matter." In many instances, no doubt, the advertiser is a man of straw. He has no agents' or other directory, the ten cents is clear profit—and the victims scarcely care to make a fuss for a dime. But there are many honest dealers who will do all they say they will do, and this is proved after a brief waiting period by the receipt of circulars and advertising material from every State in the Union.

There has been so much competition for these names that all sorts of extra inducements are offered, the dime remaining as a fixed fee. To get names offers are made in return of all kinds of jewelry, Alaska diamonds which will deceive the most expert judges of gems, gold rolled so deftly that it will resist every acid test. Nothing but the failure of the advertiser's ingenuity seems to limit the rich rewards which are to flow from sending ten cents in silver or stamps, all being in addition to the mail matter that is to result from the printing of the name in the advertiser's directory.

Whether the directory is ever printed or not, the names received have a selling value. There are several such directories issued more or less systematically, the principal one of the class hailing from Philadelphia.

The charge of a dime for the insertion of the name is not due

merely to the directory man's desire to catch money both coming and going. It is that dime which gives the name its selling value when he seeks to dispose of it. He goes to the name brokers with a long list of names, "all good," in the language of that odd business, and offers them for sale. The term "all good" means that the vendor has the original documents to show that the owners of the names have spent a dime each on his scheme; therefore they may be counted on to bite at any catch-penny scheme which may be sent to them by circular. A mere list of names such as might be compiled by asking the village cobbler who his neighbors were would have no value to a name dealer. The charge of the dime to get into the agents' directory is the thing that sifts out the gullible.

At this first sale the names go for a small sum, and that is by no means a fixed figure, for this trade has its bull and bear movements as have others. The buyer tries the list with his own little game, which may allure the farmer to the extent of a quarter or a half dollar. This creates a second and smaller list which can be sold for a considerable advance, for the names are only of those who have parted with their good money like easy marks.

By this weeding process the lists from all over the country are reduced to a very few names in each rural county. These top-notch names, those who have bitten at every proposition without squealing when parted from their money, are worth from thirty to fifty cents each, according as the market chances to run. These are the people to whom the green goods circulars are sent, and these are they who become come-ons and go home shorn.

All these names are sifted out by the men with different confidence games. But at the same time that the owners are being preyed upon by one set of swindlers, the cheap medicine men keep sending them sample pills and tablets to cure every known ill. In this department of the industry there is the same process of selec-

tion, and at last the medically gullible farmer's name comes into the possession of reputable proprietary medicine houses.—*N. Y. Sun*.

THE ADVERTISING VALUE OF CLEANLINESS.

It is a sign of the times that the advertising value of cleanliness is so widely recognized, and so potent. The firm that produces a food article can impress the public more favorably by discanting on the exquisite daintiness of its factories than by the enumeration of the costly ingredients used, or the high-priced experts by whom they are compounded. "Where purity is paramount" is a catch-phrase to conjure with, and will be remembered when the name of the mills, and even the food itself can not be recalled. Even that very palpable copy by the provision dealer, "Where purity reigns," is so acceptable to the public that the lack of originality is excused.

It is not the fact that a French chef is making the soups that gives point to the well-known advertisement of the Franco-American Food Company, but that he is attired in a spotless cap and jacket. The suggestion of daintiness is so potent that the article will often sell quicker than another soup more attractively packed, and the clean cook is before the eyes of every buyer.

There is a manufacturer of women's underwear and waists who never advertises the excellence of his materials or the grace of his models, but lays stress on the clean and sanitary conditions under which the garments are made up. His line sells well and department managers give instructions to have it kept to the front. The same rule holds good throughout all trade.—*Fame*.

THEORIES.

Advertising is, and must be, largely theoretical, but theories can be built right up in thin air, or they can be founded on the bed rock of facts and experience. In the matter of theory, anybody's ideas are worth listening to. The ideas may be wrong, but they stimulate thought, and the business man's brain is made clearer by the exercise.
—Charles Austin Bates.

CIGARS, ETC.

It is surprising how susceptible cigarette smokers are to the influence of the "adsmith." An acquaintance of mine has a stand near a downtown elevated station, and he claims—basing the contention on actual experience—that cigar smokers are as stoical as Indians in comparison with smokers of the paper-covered article. He occupied the same location when the Cremo and Childs cigars were first exploited in the newspapers. Of course, the effect of the advertising was quite perceptible in those cases; but at the beginning people were slow to respond to the beckoning of the big type and catchy illustrations. The ads were running for several weeks before the cigar smokers began to show a willingness to desert whatever brand they happened to be using for a trial of the advertised cigar. But with the Turkish cigarettes, he says, the effect was instantaneous and marked. On the very first morning that one of the ads appeared, he had a continuous stream of inquiries for the advertised brand. They had seen the ad while reading their papers on the way down, and, still carrying the papers upon which the ink was scarcely dry, they flocked up to the counter and asked if he had "that new cigarette." And yet you'll hear fossils still expressing wonder as to whether advertising pays or not.—*Tobacco Leaf*.

A MAGAZINE ARGUMENT.

One argument for the value of magazine-made publicity is at once apparent. The subscribers to magazines are people who are buyers and patrons of all good things. The person who takes a magazine is a person who subscribes for various periodicals and papers. He is intelligent, appreciative of the things that interest the best minds, and, which is much better, he has money to spend.—*Fame*.

"A MAN is judged by the company he keeps"—and so is his advertising.

ILLUSTRATED EXTRACT FROM TESTIMONIAL.



"MY FEET WOULD SLIP FROM UNDER ME WHEN I TRIED TO CROSS THE ROOM."

SWIFT & CO.

The mere idea of paying four thousand dollars for one advertisement in a single publication has a tendency to so paralyze the faculties of the average business man that he rarely gets beyond the point of amazed contemplation. However, it is frequently good business to do that thing which the other fellow has not the nerve to attempt, and thus at the same time confound your competitors and delight your friends at one fell swoop.

This Swift & Company seem to have done in the February issue of the *Ladies' Home Journal*, the entire back cover of which was devoted to an advertisement of their "Premium" brands of hams and bacon and "Silver Leaf" lard.

In an interview with Mr. William M. Shirley, the manager of Swift & Company's advertising department, we learned that their February, 1900, advertising had been so successful in promoting Swift & Company's business that it was only natural that the same publication should again be utilized in a similar manner.

"Is any effort made to follow up such an advertisement?" Mr. Shirley was asked.

"I should say that our efforts were along the line of having the advertisement follow us," was the reply. "Our interests are so extensive—world-wide, in fact—that previous to the issue of the *Ladies' Home Journal* every branch house manager, provision man, specialty man and general man was notified of our intention, and as soon as the magazines were on sale by the Western News Company we had our wagon at their door, and by night several hundred copies were going in special envelopes to the various managers and salesmen all over the Union.

"This was done in order that our own people might be fully and promptly advised while the advertisement was crisp and fresh."

"What was this special envelope?"

"A statement printed in six and ten-line wood type, in red and black, upon the front of a $9 \times 12\frac{1}{4}$

envelope, to the effect that it contained a copy of the *Ladies' Home Journal* of February, 1901, upon the back page of which was an advertisement that cost Swift & Company \$4,000. This was designed to arrest the immediate attention of the person receiving the package."

"Did you use the same advertisement in other publications?"

"It appeared upon the back cover of the *Woman's Home Companion* and in full pages in our regular preferred positions in the leading magazines."

"Are your entire efforts devoted to popularizing Swift & Company's 'Premium' hams and bacon and 'Silver Leaf' lard—the articles specified in your advertising?"

"By no means. These brands are the only ones mentioned in our magazine and newspaper advertisements, but many other specialties are marketed by Swift & Company, nearly every one of which has its own lithographed or printed hanger, booklet, card or other feature necessary to bring it before the eyes of the housewife when she is in the store or market making her daily purchases.

"We have over 250 branch houses in the United States, each of which distributes more or less advertising matter to its customers, the retail marketman or grocer. Then there are special advertising wagons in several large cities doing nothing else but putting up lithographs or printed cards in the various shops and stores, window trimmers continually making window displays in New York, Brooklyn, Chicago, Philadelphia and scores of other large cities, and several automobiles, each with a salesman, an operator and an assistant, going from city to city, State to State, calling upon the trade."

"Do your automobiles travel overland?"

"No. They are transported from one city to another on a flat car. We have frequently been upon the streets of two cities over a hundred miles apart on the same day. The automobiles are of the electric, storage-battery type, are charged at night, and ap-

parently are never idle. The automobiles have been a great feature in our advertising. During the summer months, street fairs, carnivals and similar celebrations prevail in many cities of 150,000 and less, and where these have occurred in towns supporting our branch houses, we have invariably participated with an automobile. In several cities the people had never before seen an automobile, and our red vehicles therefore excited the greatest enthusiasm."

"Swift & Company have a number of houses in other countries, have they not?"

"Over forty in Great Britain alone, with others in Holland, Belgium and Germany, and export agencies in France, Norway, Italy, Denmark, Isle of Reunion, Gibraltar, Malta, Russia, Egypt, Turkey, Japan, Siberia, China, Ecuador, Cuba, Hawaii Territory, Philippine Islands, Straits Settlements, Porto Rico, Bermudas, Australia and Mauritius. These agencies handle our goods exclusively, their trade being principally in barrelled beef, cured pork, stearines, lard, tallow, oils, greases, castings, etc."

"Do the foreign houses require advertising matter, and is it prepared in Chicago?"

"Yes. Such advertising partakes largely of such things as booklets, folders, calendars and novelties."

"In what language are your foreign advertisements set forth?"

"Principally in English, French, German, Spanish and Italian. We have essayed a little Russian, Chinese and Japanese, but to no great extent. Our foreign advertising is for the trade exclusively, and nearly all merchants with whom we come in direct contact understand one or more of the prevailing European languages."

"How do foreigners regard American advertisements?"

"Well, that depends. If it is a novelty—such as a desk clock, with the advertisement printed upon celluloid background, or a pig paper-weight, or a lithograph showing a beautiful woman, its success is immediate. Statements of magnitude, statistics, etc., no

matter how attractively set forth, are received with becoming gravity. A year or so ago we sent a number of our 'red books' to Mr. Albion W. Tourgee, then consul at Bordeaux. Mr. Tourgee is the author of 'A Fool's Errand,' and naturally is a most delightful correspondent, even about matters of the dryest import. He soon acknowledged the books, with the statement that he had handed one of them to a merchant in Bordeaux, saying as he did so, 'Here is a pamphlet which contains more miracles than the Bible.' The Frenchman perused it attentively for a few minutes, then, with a shrug of his shoulders, handed it back with the remark, 'Yes; and just about as true!' The figures referring to the annual sales and the number of animals slaughtered in a single day were too vast for the mind of a modest Bordeaux merchant to comprehend."—*Advertising Experience.*

THE ADVERTISED ARTICLE.

That advertising is necessary to success is recognized by retail dealers, one of whom has expressed himself thus: "I want to sell advertised articles in my stores and I am not going out of my way to sell other things at an effort. When a new article is advertised, people call for it and I am forced to keep it."—*Kenton (O.) Republican.*

ILLUSTRATED WANT AD.



"A GOOD YARN SPINNER WANTS A POSITION; NO OBJECTION TO GOING OUT OF TOWN."

THROUGH MAIL ORDERS.

Mail order is the most difficult of all branches of advertising. You seek to sell goods without a personal interview, or affording your customer an opportunity of inspection. The element of confidence becomes the controlling factor. You must not only interest the possible buyer but you must convince him at the same time of your integrity. The advertising man for the city department store exercises all his art to induce the buyer to visit his establishment where the salesmen and the goods themselves do the rest. In mail order advertising the advertisement and the circular or catalogue must do the entire work. It is true you reach a class who are trained to buy in this way. On the other hand, the sharp competition of some mail order advertisers and the cupidity of others have made them keen critics, not easily impressed. They judge of an advertisement by its "ear-marks"—the frankness of statement, the style of expression, the novelty or the practicality of the article, the apparent genuineness of the bargain, the effect it has on their judgment, the influence of the paper in which the advertisement appears, and, perhaps most of all, that expert touch which characterizes all good salesmen, which gives the "hurry up call" and causes the buyer to act on his impressions at once. Mail order advertising thus becomes the infusing of your personality into the printed statement—the creation of an interest in and a desire for the article you offer—a photographing of your specialty on the mind of the buyer so that he is satisfied to buy without the usual formality of inspection or test. Then, too, the usual uncertainties of selling goods enter into this transaction. Two salesmen may follow each other into a store with equally good lines and yet one will fail to sell and the other succeed. A salesman may be "turned down" by a customer one day and be received with open arms a week later. The weather, the digestion, or the irritations of

the day affect the mail order as well as the city buyer, and these are circumstances beyond the advertiser's control. It may be deduced from above remarks that mail order advertising requires the highest kind of ability, skill and experience; and even with all this, there are frequent "fall downs" on advertisements which, theoretically, seem to be perfect. The man who goes into mail order advertising without securing the best talent in preparing his copy, and the most expert and honest advice as to the publications to be used, builds a house upon the sands which will soon be washed away.—*Fulford, Tobey & Painter, Chicago.*

HIS REQUISITIONS.

The advertiser who cannot think of something new to say occasionally has no business to be advertising. When I see, say, a bicycle advertised to the effect that it runs easy and noiselessly and therefore is the best one in the world I am not convinced, for so much may be said of the cheapest wheel in the world. If I want to buy a bicycle I would like to know what kind of wire is in the spokes, what kind of hubs and hangers, rims and tires it is equipped with. I am interested in the bearings and cups, cones, chain, handlebars, style, gear, etc. The maker who tells all these things is the one who will interest me first.—*Miller Purvis, in Agricultural Advertising.*

WHAT PUBLISHERS ASSERT.



"SPACE ABOVE THE COMMON LEVEL; CARRIES ONLY A LIMITED AMOUNT OF ADVERTISING."

ARRANGED BY STATES.

Advertisements under this head 50 cents a line each time. By the year \$6 a line. No display other than 2-line initial letter. Must be handed in one week in advance.

ALABAMA.

THE EAGLE, semi-monthly 4 pages. Send for rates. A. R. DAVISON, pub., Kemserville, Ala.

PRACTICAL WEATHER. Published once a month. Publishes Dunne's famous Forecasts of the Weather, the most accurate and reliable long range forecasts ever prepared in print, based upon astronomical, meteorological, and as sound scientific principles as those of our National Weather Bureau's. It also publishes interesting articles on the philosophy of the weather.

PRACTICAL WEATHER circulates in every State, also Canada and Mexico and our new possessions. It also goes to India, Australia, and Japan, & all the countries in Europe. It has some of the best intelligence of the world among its subscribers, representing almost every profession, trade and calling. It is truly cosmopolitan and an A1 advertising medium for this and foreign countries. Rates for advertising furnished on application. Address PRACTICAL WEATHER PUBLISHING CO., Montgomery, Ala.

ILLINOIS.

ADVERTISING pays when judiciously placed. There are no better buyers than Illinois farmers. One of the best mediums is THE FARMERS' INSTITUTE, Carbondale, Ill.

THE JOURNAL OF THE SCIENCE OF OSTEOPATHY, DR. J. M. LITTLEJOHN, President Am. College of Osteopathic Medicine and Surgery, editor. 1 Warren Ave., Chicago, Ill.

KENTUCKY.

THE Princeton (Ky.) CHRONICLE circulates 1,800 copies weekly in the tobacco belt.

MAINE.

MUNYON says: "I made my fortune by advertising in the daily papers." In Rockland, Me., the only daily is the STAR.

MASSACHUSETTS.

THE Lowell, Mass., TELEGRAM is the only Sunday paper published in Middlesex County. It is delivered direct to the homes in Lowell and all the surrounding towns on the day when people have time to read it. It has more circulation than any three other Lowell papers combined. It carries more home advertising than any two other local papers because it pays advertisers best. Write for sample copy; it will speak for itself. New York office, 150 Nassau St. (S. S. Vredeland, representative). Boston office, 12 Globe Bidg. (John P. Ackers, representative). Home Office, 28 Merrimack St., Lowell, Mass.

MICHIGAN.

THE ECHO, Harrisville, covers Northeastern Michigan.

MISSISSIPPI.

THE South is booming as never before in its history. Who would ride in the crest of the waves? You can't enter Mississippi territory successfully (the most prosperous section) without an ad in THE HERALD, Water Valley, Miss. All home print, largest circulation and stands first in the confidence of the people.

OHIO.

TO reach mail order buyers, try PENNY MONTHLY; 10c, a line; circ'n 25,000; Youngstown, O.

WISCONSIN.

DODGE COUNTY FARMER, Beaver Dam, Wis. Stock raising and farming. Circ'n 1900, 1,416.

CANADA.

CANADIAN ADVERTISING is best done by THE E. DESBARATS ADVERTISING AGENCY, Montreal.

CLASS PAPERS.

ADVERTISING.

PRINTERS' INK is a magazine devoted to the advertising business, and is the only publication whose standing and influence is recognized throughout the entire country. Its unsolicited judgment upon advertising matters is of value to intelligent advertisers as being that of a recognized authority.—Chicago (Ill.) News.

PRINTERS' INK is devoted exclusively to advertising, and aims to teach good advertising methods, how to present good copy, the value of different media, by conducting wide open discussions on any topic interesting to advertisers. Every subject is treated from the advertiser's standpoint. Subscription price \$5 a year. Advertising rates, classified 25 cents a line each time, display 50 cents a line. 1/4-page \$25, 1/2-page \$40, while page \$100 each time. Address PRINTERS' INK, 10 Spruce St., New York.

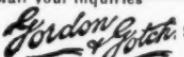
Displayed Advertisements.

50 cents a line; \$100 a page; 25 per cent extra for specified position if granted. Must be handed in one week in advance.

"WHAT HAPPENED TO WIGGLESWORTH,"

book of humorous sketches, just published by Dickerman & Son, Boston, is by W. O. Fuller, editor of Rockland (Me.) Courier Gazette. Will be on sale everywhere, ready by everybody.

We await your inquiries*

Est'd 1853.  15
St. Eridge St.,
LONDON.

British Advertisers' Agents.

The Frost (Minn.) Record

is a country weekly that is held in high esteem by its readers, who are a thrifty and prosperous class of people. It is a good advertising medium to reach the country population who are settled in this part of the United States noted for its famous wheat fields.

THE FARM AND HOME

reaches 25,000 families every month.

It gives the advertiser wishing to reach village and country people quick and sure returns. We give more good circulation for the money than any other publication on earth. A trial ad will convince you. Rates only \$1 an inch each issue. Half inch, 50 cents.

FARM AND HOME PUB. CO., Homer, Mich.

I have a gold mine actually worth in excess of \$100,000 (it can be sold for that amount in practically spot cash), and am positive the property can be made to produce millions. \$62,000 is required to obtain control and complete developments. Unquestionably a proposition of great merit. My references are strictly first-class. Would like to arrange with several publications of good standing to assist in floating stock in this enterprise by advertising, accepting as payment for same shares in the Company, redeemable in cash, at option of publishers, from proceeds of first sales. Address

"S. A. T." Care Printers' Ink.
10 Spruce St., New York City.

Sworn Average Circulation for June, 1901.

St. Paul Daily Globe

• 19,075 •

THE GLOBE invites any one and every one interested to, at any time, make a full scrutiny of its circulation lists and records and to visit its press and mailing departments to check and keep tab on the number of papers printed and disposition made of same.

WILLIAMS & LAWRENCE, 87 Washington Street, Chicago, Western Representatives.
CHARLES H. EDDY, 10 Spruce Street, New York, Eastern Representative.

4%

Is what it cost a prominent manufacturer of agricultural implements to sell his goods to the consumers direct through advertising in

UP-TO-DATE FARMING AND GARDENING

The success of this paper is phenomenal. Send for a copy of RESULTS.

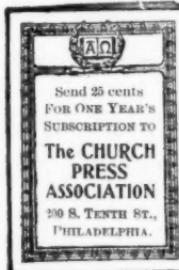
S. A. EVERITT, Publisher,
INDIANAPOLIS, IND.

The Church Press Association

LIST OF THIRTY

Church Magazines

are edited by brainy pastors for live Churches of different denominations everywhere. Filled with pure, interesting reading matter for the home. Excellent, economical pub'g plan for churches and a good advertising medium.



The Little - Schoolmaster In the Art - Of Advertising

Every one who is interested in advertising ought to be a subscriber to PRINTERS' INK, a journal for advertisers.

Printers' Ink is issued weekly, and is filled with contributions and helpful suggestions from the brightest minds in the advertising business.

Printers' Ink costs five dollars a year. A sample copy will be sent on receipt of ten cents. Address

PRINTERS' INK,
10 SPRUCE ST., NEW YORK.

Youngstown, Ohio, Vindicator

DAILY: **10,000** SUNDAY: **10,000** WEEKLY: **9,600**

LEADING DAILY IN NORTHEASTERN OHIO.

For Rates Address

LaCOSTE and MAXWELL, 38 Park Row, N. Y.

Tel., 3293 Cortland.

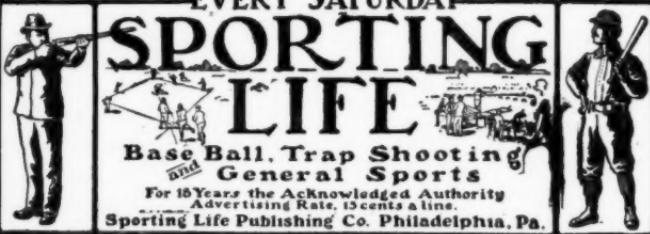
SPECIAL NEWSPAPER REPRESENTATIVES.

EVERY SATURDAY

SPORTING LIFE

Base Ball, Trap Shooting
and General Sports

For 15 Years the Acknowledged Authority
Advertising Rate, 15 cents a line.
Sporting Life Publishing Co. Philadelphia, Pa.



SEND FOR A SAMPLE COPY OF

THE ADVISOR

the great monthly magazine devoted to the interests of
advertisers.

PHILLIPS & CO.,

ADVERTISERS ALL OVER THE WORLD,
1133 BROADWAY, NEW YORK.

The Evening Journal

Jersey City, N. J.

Had in 1900 an average circulation of 15,106, since considerably increased, among the best purchasing public in Jersey City. Local and N. Y. City advertisers attest the value of the Journal as an advertising medium by a large and liberal use of its advertising columns.

"The Evening Journal is the best paper in the city."—Statement of Jersey City Advertisers.

Busy Bees.

ACCORDING to reports the printing trade is rather quiet, but strange to say I have not experienced an idle hour since I moved into No. 17 Spruce street. During the months of May, June and July I received and filled 2,750 orders, and the stream of printers and printers' devils flitting in and out of my store every day has often caused the police to rubber neck, thinking they had located a pool room or a bucket shop. There are no partitions or half doors; everything is done open and above board.

If you haven't got the money, you needn't come around. It matters not whether you own one press or one hundred presses. All printers look alike to me. My competitors will trust you, but you are charged from fifty to eighty per cent for the privilege of paying within sixty or ninety days. Don't waste money any more! Send for my price list and compare it with what you have been charged by the credit houses. Rest assured that if the goods are not found as represented you can have your money back, also the transportation charges.



ADDRESS

PRINTERS' INK JONSON
17 Spruce Street, New York.

Do You Want Some ?

Every publisher knows of one or two people—perhaps of a dozen or fifty—who would be interested and benefited by reading PRINTERS' INK and attending to its instructions.

The reading of PRINTERS' INK regularly is calculated to make a man who doesn't advertise now, consider the question seriously and perhaps convince him that he should advertise, especially in your paper. PRINTERS' INK is a journal for advertisers and shows the man who is now interested in advertising how to use his space to best advantage and may induce him to use more space.

The subscription price of PRINTERS' INK is \$5 a year, but the publisher of an approved paper can buy a specified number of \$5 coupons, each good for one year's subscription to PRINTERS' INK, and pay for them by inserting advertising in his paper.

This is a legitimate warm weather proposal worthy of consideration by every active newspaper publisher.

Write, stating fully just what is wanted. Address

**PRINTERS' INK,
10 Spruce St., New York.**

Andrew Carnegie's Immense Wealth

'was made right here in Pittsburgh. But he didn't get it all—no, he didn't get a hundredth part of the money that is to be picked up in this Smoky City.

THE PITTSBURGH Chronicle Telegraph

is the medium through which many firms are accumulating money. It's the most effective evening medium in Pittsburgh—not excelled by any paper in the United States. The strongest assertion possible as to the merits of the CHRONICLE TELEGRAPH is not strong enough to tell half the truth.

Why does the CHRONICLE TELEGRAPH carry more advertising than any other evening paper between New York and Chicago? Simply because the CHRONICLE TELEGRAPH is recognized all over the United States as one of the greatest har-vesters of paying results.

THE S. C. BECKWITH SPECIAL AGENCY,
Sole Agents Foreign Advertising,

43-44-45-47-48-49 Tribune Bldg., New York.

469 The Rookery, Chicago.

A City in a Garden

The city teeming with an active, prosperous population of two million souls; the garden covering an expanse of millions of acres of the most fertile land on earth, yielding to its energetic tillers the means to furnish themselves and families the necessities and luxuries of life. The City—Chicago; the Garden—the great Northwest, especially Illinois, Iowa, Wisconsin, Northern Indiana and Southern Michigan.

THE Chicago Chronicle

circulates largely in this magnificent territory containing hundreds of thousands of thoughtful, intelligent people who are opposed to the Republican party. This great newspaper is their principal source of information. The advertiser who desires to talk to this large constituency can do no wiser thing than to use "The Chronicle."

H. W. SEYMOUR, Publisher,

164-166 Washington Street.

New York Office, 79-80 Tribune Building.

READY-MADE ADVERTISEMENTS.

Readers of PRINTERS' INK are invited to send model advertisements, ideas for window cards or circulars, and any other suggestions for bettering this department.

Perhaps you will think this laundryman is warning people that his employees are light-fingered, and that nothing of any value should be left in the garments which are sent to his particular washery.

Not at all. He is simply trying to convey the information that, for the protection of the wearing apparel that comes to his laundry, everything that could damage it during the cleansing process is carefully removed.

Of course, he could have said that in the first place, but he wouldn't insult your intelligence by making it so plain that anybody could understand it, and then, the perfectly natural way wouldn't have been sufficiently "smart" or "catchy."

Laundrymen

are the greatest pickpockets in the world; they pick the pockets of pants, vests and shirts, to find matches, old cigar butts, bottles of medicine, etc., at the Troy.

This other one, from the same source, shows how much easier and better it is to say things naturally than to strain after effect. Here the meaning is entirely clear and may easily be understood by anybody who can read English.

The Troy

will make an extra effort to launder your soft plaited shirts as you want them if you will let us know—starch or no starch.

In a Nutshell.

Lining Remnants

If a short end is as much as you need, it's just as good to you as though from off the piece. But it's a remnant to us and in the way. Various lengths, at these new prices a yard:

A Hint That Should Find Ready Appreciation "Near the Shore."

"Sand"

Hats, \$2.75

Young women want something soft—something that can't get broken or hurt in the sand. We remembered that when we got the "sand" hat—white duck, soft and light—can't hurt it. Becoming, besides.

A Restaurant Ad That Answers the Question of the Hour.

How to Keep Cool

Don't work.
Breathe often.
Don't get angry.
Eat your meals at Kroher's.

Don't consult the thermometer every five minutes.
Wear just as little clothing as you can without injuring your standing in society.

Sit under our electric fans, drink our cooling beverages, read the comic papers.

People Do Like to Know "Why."

Some Low Carpet Prices and "Why"

A mill makes carpets as we buy them—picks out the styles that they think will sell. The styles that, for any reason, don't go promptly must be sold for less. That's the "why" of to-day's carpet bargains; good carpets, new carpets this season, that are every whit as good as their more popular mates. And with these are odd rolls of our own stocks, left from an unusually busy season. The showing embraces a full line of patterns and colorings for rooms, halls and stairs.

Bigelow and Savonnerie Axminsters, regularly \$1.65 and \$1.50, at \$1.25.

Wilton Velvet Carpets, regularly \$1.50, at \$1.10.
Velvet Carpets, regularly \$1.10, at 80c.

Tapestry Brussels Carpets, regularly 85c, at 65c.

There's Nothing Like a "Special" of Merit in Winning New Customers.

Calves' Liver 12½ Cents per Pound

Twelve and one-half cents a pound for fresh Calves' Livers, cut from calves butchered yesterday. There are just 100 of these fresh livers, and we will sell but one to a customer. The price, sliced or whole, will be 12½ a pound. Come early for these.

Good at Both Ends and in the Middle.

A \$10 Couch

may mean to you a cheap looking couch—nothing of the kind here.

Richly colored velours, deep tufted and supported by plenty of good springs well tied.

"The best people sell to us." "The best people buy of us."

Businesslike.

How Is Your Old Lawn Mower?

Does it need adjusting or sharpening? If so, bring it here. Our facilities for doing this work are the best in the city and skilled mechanics only are employed. Our experience in this line is a long one and every machine intrusted to our care will leave the shop in first-class condition—in fact, it will cut and run as good as new.

The "Extra Trousers" Argument Is Almost Always Effective.

\$5 Trousers, \$2.95

Summer Trousers, and two pairs for little more than the usual cost of one. Extra trousers are always in the carefully dressed man's wardrobe—he has found that two pairs will give more than double the service of one, besides the variety they lend to his attire.

Several hundred pairs of these fine worsteds of summer weight and in a most attractive range of patterns and colorings. Worsted trousers hold their shape well and these are particularly well tailored. They will go flying to-morrow at \$2.95 a pair.

Another Brief One That Covers the Ground.

Special for Tuesday, Tripe 1c lb

Bright and early Tuesday morning we will put on sale a big lot of clean, fresh, white Tripe. We won't sell more than five pounds to a customer at such a little price. Remember, Tuesday morning.

Good.

When the Trunk's Ready

to go to the depot, call us up 'phone and you'll get prompt and satisfactory service. Special rates to residents of the west end for transferring baggage to or from Union station.

Timely.

Hammocks

A luxury that every one can afford—think of a good hammock for 75c, with pillow, spreader and valance!

The same hammock in heavier weave and larger is \$1. Special open weave and extra heavy, 8x438 inches, \$1.50.

Timely.

Are You a Buffalo?

If you are you want one of the new Insignia Rings at \$1.11. Made with a buffalo head, with jeweled eyes on each side of a turquoise matrix or cat's eye setting. The new rose finish gives this ring the appearance of a solid Roman gold ring; it will stay that way, too. Price, \$1.11.

Here's a Great Deal in a Few Words.

Lawn Wrappers, 98c.

An excellent quality of lawn—that stands for good service. These are daintily made Wrappers, too—there is a ruffle front and back over the shoulders, and the collar, ruffle and yoke are edged with white braid. Skirt is full flounced and the patterns and colorings are pretty. Little priced at 98c.

R.I.P.A.N.S

For stomach's ache and stomach's sake—
For heads that throb and nerves that quiver—
Take Ripans Tabules for the blood—
And Ripans Tabules for the liver.

10 Tabules for 5 cents
At druggists.

One Gives Relief.

An Increase of More Than a Page and a Half a Day

The PHILADELPHIA INQUIRER

*During the month of June this year, printed
372 columns of advertising more than in the
corresponding month last year.*

And by way of further emphasis a comparison of the figures shows that the grand total of columns printed in The Inquirer is more than five hundred columns in excess of any other Philadelphia newspaper. The following figures tell the whole story:—

	1901	1900		
INQUIRER .	2163 cols.	1791 cols.	372 cols.	increase
Record . . .	1636 "	1499 "	137 "	"
Press . . .	1468 "	1407 "	61 "	"
Ledger . . .	1136 "	1127 "	9 "	"
North American, 941 "	999 "	58 "	decrease	
Times . . .	462 "	739 "	277 "	"

These figures represent the total number of columns of advertising printed in the Philadelphia newspapers during the months of June 1900 and 1901. They are all computed at the uniform measurement of fourteen lines to the inch and three hundred lines to the column.

*No better evidence could be given than this, of
The Inquirer's great value as an advertising
medium of the highest quality. And it is because
The Inquirer is the people's paper and leads them
all in popularity, enterprise and influence.*

The Inquirer prints more paid advertising than any other newspaper in the entire United States, outside of Greater New York.

*Advertisements in The Inquirer always bring
positive results. The volume of advertisements
printed prove this.*

THE PHILADELPHIA INQUIRER

1109 Market St., Phila., Pa.

NEW YORK OFFICE
Nos. 86-87 Tribune Building

CHICAGO OFFICE
508 Stock Exchange Building